

ISSUE 125 OCTOBER 2021

ELLE

ARABIA

Simply
DAZZLING
25+ PAGES OF
STATEMENT
JEWELRY

YOUR GO-TO
GUIDE TO
EXPO2020!

UAE DHS15



*new
mood*

TURN THE DIAL WAY
UP ON LUXE FASHION
AND ACCESSORIES

Tina Kunakey





LOUIS VUITTON



LIVE THE JOY
FRED

The Dubai Mall
OPENING SOON



THE DATEJUST

The ultimate Rolex classic, the Datejust was the first self-winding waterproof chronometer wristwatch to display the date in a window, and continues to be the quintessential watch, reflecting the essence of timeless style.

#Perpetual

أحمد صديقي وأولاده
AHMED SEDDIQI & SONS

The Dubai Mall • Mall of the Emirates • Wafi

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OYSTER PERPETUAL DATEJUST 36



DOLCE & GABBANA

DOLCEGABBANA.COM

LOEWE



Gillian Anderson with the Amazona
by Juergen Teller in London



Fashion Avenue, Ground Floor
The Dubai Mall

DOLCE & GABBANA

MILLENNIALSKIN

ON-THE-GLOW TINTED MOISTURIZER
#BEAQUEEN



DOLCE & GABBANA

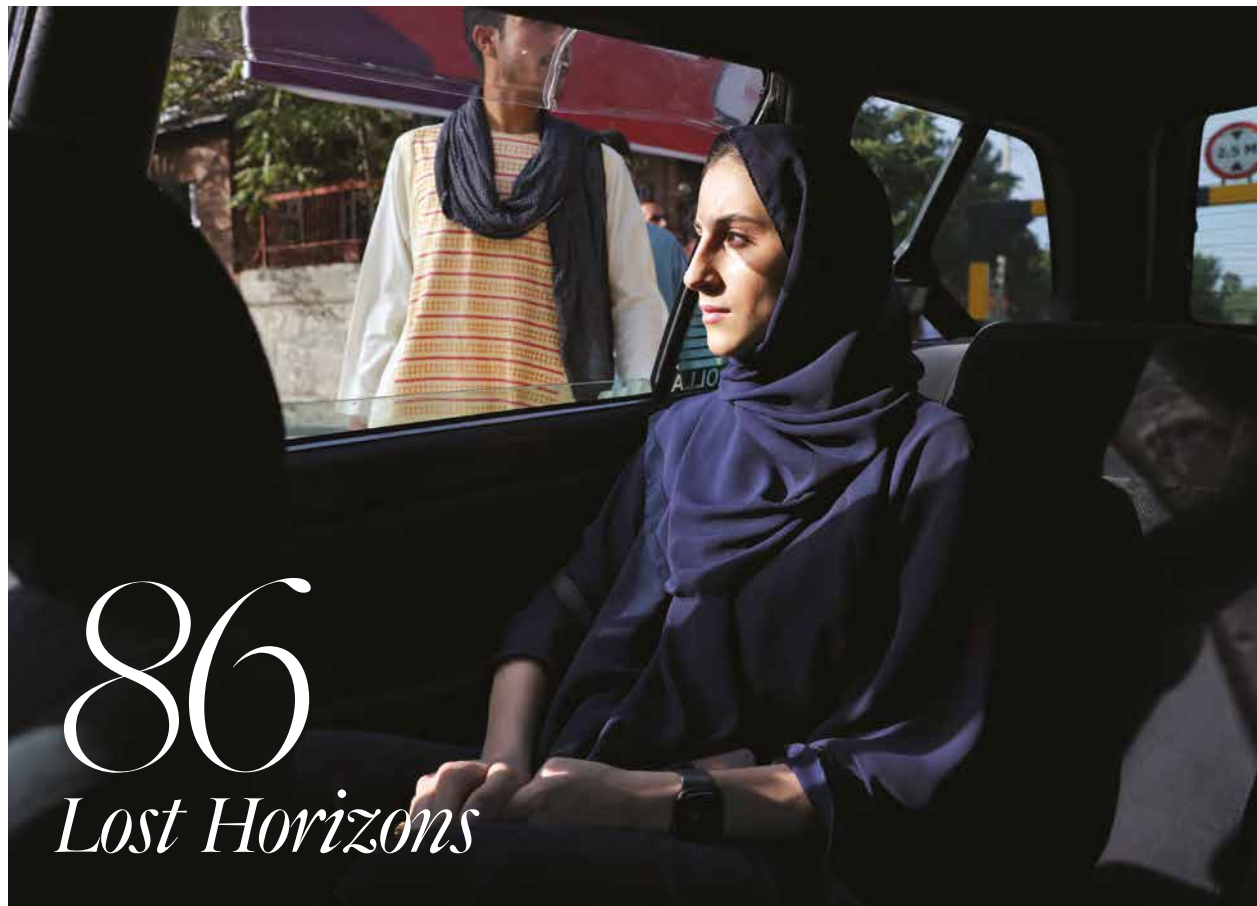
FELINEYES

NEW WATERPROOF EYELINER STYLO
#BEAQUEEN



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The Cover

Tina Kunakey in Bulgari and Azzedine Alaïa
Photography: Victor Santiago
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Town & Country

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EDITOR'S LETTER



Left: *In Fashion*: Chanel FW 2021-22 RTW; Above: *In Upfront*: Celebrating milestones at Emporio Armani

A TIME TO *Celebrate*, A TIME TO ACT

Dear Readers,
As we open our doors and venture out, there is much to make up for in terms of lost time. Time to express ourselves through how we dress and accessorize – say hello to fearless, fun fashion and statement jewels! Time to rediscover all that is out there – art, music, movies, and far away destinations beckon. Time to celebrate innovation while caring about the future of our planet – Expo 2020, we can't wait to explore all you have to offer! Time, too, to recognize the women who

continue to stand up and fight – against Breast Cancer, the Taliban, or the status quo in tech. We had a great time putting this issue together, and commemorating this snapshot of a remarkable moment in time. We hope you enjoy it, too...



Dina Spahi
dina.spahi@ellearabia.com

Kristen Stewart rocked at the "Spencer" Première in an aqua chiffon tunic and pants from the Chanel FW21/22 HC collection.

Pretty FABULOUS

ONE LOOK AT THE LOVELY KRISTEN STEWART IN HER SENSATIONALLY SWEET TAKE OF RED CARPET GLAMOUR AND WE WERE HOOKED. NOW WE'RE *dreaming of pretty* PASTELS WITH A LUXE VIBE!



Ed's picks



1. Dress, Tom Ford; 2. Bangle, Suzanne Kalan; 3. Paris Hair Couture, Balmain; 4. Earrings, Bogbossian; 5. High Heel Sandal, Manolo Blabnik; 6. Embroidered Wool And Cotton-Blend Sweater, Alice + Olivia; 7. Bag, See By Chloé; 8. Kara Feather-Trimmed Silk-Organza Dress, Roksanda; 9. Beak Feather-Trimmed Leather Crossbody Bag, Bottega Veneta



the BAG

CREATIVE DIRECTOR WALTER CHIAPPONI REIMAGINES **TOD'S** ITALIAN HERITAGE THIS SEASON BY INSTILLING A DECIDEDLY MODERN TWIST TO THE BRAND'S CODES. IT'S ALL ABOUT CONTEMPORARY COOL, AS CAN BE SEEN WITH THE **TOD'S** SIGNATURE BAG IN LIGHT BLUE WHICH SEE THE SIGNATURE MATELASSÉ (STITCHING TECHNIQUE) DELIGHTFULLY EXAGGERATED.



the SHOE

IT'S YOUR TURN TO CONQUER THE STYLE STAKES LIKE A TRUE WARRIOR PRINCESS WITH **VERSACE**'S ELEGANT AND EDGY MEDUSA CHAIN SUEDE SANDALS! THE SWEET AND SHIMMERING HUE IS BALANCED WITH A SQUARE TOE, A CHUNKY CHAIN ON THE ANKLE AND TOE STRAPS, AND A ZIP FASTENING ON HEEL.



the WATCH

PASTEL POWER JOINS WATCHMAKING EXPERTISE WITH **AUDEMARS PIGUET**'S ROYAL OAK SELF-WINDING CHRONOGRAPH IN 38 MM. THE SOLID 18-CARAT PINK GOLD TIMEPIECE FEATURES A BEZEL THAT HAS BEEN SET WITH BAGUETTE-CUT AMETHYSTS THAT MATCH THE TONES OF THE PURPLE DIAL WHICH HAS ITSELF BEEN DECORATED WITH A "GRANDE TAPISSERIE" PATTERN!





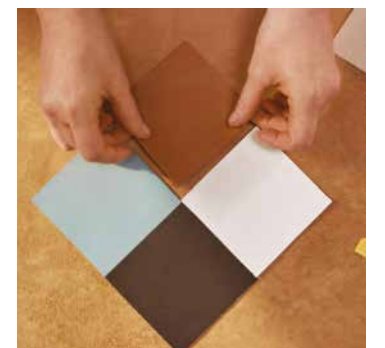
The Mood: KHAKI

We can't always wear pink, can we? So it's a good thing that cool khaki is twin-trending as well. Everything looks a tad cooler in this classic color!



Enjoy... THAT SINKING FEELING

Whether adhering to a new normal of being mostly homebound, or off re-discovering the world, a comfy, cozy, and oh-so soft sofa waiting for us is our new décor crush. Plush velvet, Faux shearling and mountains of cushions – take your pick.



Introducing... SUSTAINABLE HANDMADE

Beauty, Tradition and Love come together with Tod's Mosaic, an initiative that explores the recovery of unused materials. The mosaic patchwork originated in the local Italian know-how used in traditional techniques. Women employed in the numerous leather and shoe factories handcrafted small bags for grocery shopping made from production leftovers. Mosaic draws creative elements from this custom and updates it by giving new life to materials that would otherwise remain unused, by transforming them into precious, sustainable objects, reinventing the idea of timeless. The collection consists of a limited number of shopping totes and pouches, and a selection of home accessories, all made using the same upcycling process.



The First Billboard, for EA SS1984

A TIMELINE OF
GROUNDBREAKING
FIRSTS

We want TO JOIN... EMPORIO'S GANG!

It's time to celebrate with Armani!
Following the House's 'One Night Only' events in some of the most important cities in the world - London in 2006, Tokyo in 2007, Beijing in 2012, Rome and New York in 2013, Paris in 2014 - this year sees the fashion extravaganza taking place in Dubai this month. Beautifully timed during Expo 2020, the event will showcase the latest AW21 collections and also commemorates the 10th anniversary of the Armani hotels in Milan and Dubai. 'I'm very happy to return to Dubai after 11 years with one of my itinerant Only Night Only,' says the legendary designer. And we are very happy to host him! As he returns to the region for this major 'First', we take a look at other marked firsts for the brand...



FW2017
EAMagazine

2017

In September in London, alongside the inauguration of the new Emporio Armani store in Bond Street, Giorgio Armani presents the Emporio Armani Womenswear SS18 collection during London Fashion Week.



Representing
technical &
leisure, The EA7
SS2021 collection

2021

One Night Only Dubai! This regional-first special event that takes place on the 26th of this month also celebrates the 10th anniversary of the Armani hotels in Milan and Dubai.

1981

Launch of Emporio Armani brand

1984-85

first EAShows

1989

First EAMagazine

2004

Launch of EA7 Emporio Armani, the brand that offers technical and leisure clothing aimed at sports enthusiasts. The logo represents seven different sporting areas: training, tennis, basketball, driving, sea world, mountain, and golf.

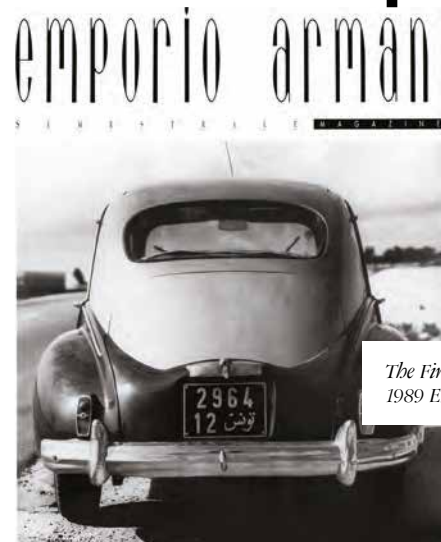
2006

One Night Only London with presentation of SS17 EA collection in London as part of a big event where Bono and Beyonce', among others, attended and performed



2018

In September, Giorgio Armani stages Emporio Armani Boarding inside the hangar of Linate Airport. During this extraordinary event, the Spring/Summer 2019 men's and women's collections are presented. Following the show, entertainer Robbie Williams performed for over 2,300 guests in attendance.



The First Magazine, 1989 EAMagazine

Let's 'POP'

The latest Emporio Armani AW2021 collection is a nod to the 80's - the starting point when it all began, and is rich in texture, shape and color with pink and purple reigning supreme. A great example of how relaxed elegance can be fun and snappy, the collection sees silky velvets with loungewear vibes, cropped jackets with drawstrings reminiscent of athletic wear, and a veritable plethora of patchwork, embroidery and patterns against dark backdrops for added pop!





Max Mara



See By Chloé

The Look... GO SOFT!

Faux fur and shearling are our new best friends from head to toes, literally! We dare you to take our faux-shearling lined slides away from us...



Valentino Garavani



Gucci



Miu Miu

Jimmy Choo



BOTTEGA VENETA

Dining with Sultans
Dessert Plate by
Noura Bourzo

Saudi Aroma painting
Art by Faisal



Personalized Tote Bag
by Les Bois De Perle



Sorted Pixel Seat

The Market... ARAB ARTISANS

Come break time, you'll find us scrolling the new e-Commerce Marketplace Al Bon. Created to promote Saudi and Arab artisans throughout the world, you will find furniture, artwork, tabletop, lighting, fashion and gifts. "Al Bon was created to help preserve Arab craftsmanship and highlight the diverse talent in our community. By bringing attention to the region's craft traditions and heritage, our goal is that the Al Bon marketplace will make it easier for customers to find these independent brands and to discover the stories behind each artist and designer." www.albon.com.sa



The Letter

The Letter
Flame Jacket



Mohammad Rabi



Label to Love: THE LETTER

NOW THAT THE WEATHER IS COOLING, WE'RE CRUSHING ON DUBAI-BASED THE LETTER'S LEATHER AND SUEDE JACKETS. FOUNDER MOHAMMED RABI COMBINES EXQUISITE DETAILING, RICH TEXTURES AND CRAFTSMANSHIP INTRICACIES, AND A 'NO WASTAGE' PRODUCTION POLICY TO CREATE NOVEL AND ARTISTIC DESIGNS THAT PAYS HOMAGE TO CINEMA AND ART.

What trend are you seeing in customization requests? Recently, pink seems to be the new standout color among women. We offer a range of two-color combinations for our accessories and women have been choosing brighter tones, enabling them to mix and match. Our male customers have been sticking to the basics, as they want to love their pieces forever and get the maximum use out of them. Personally, I believe that classics always stand the test of time and neutral colors will never go out of style.

Any new techniques or materials? Yes, the type of leather we use for all our bags is Italian Cow/Bovine natural grain drum dye leather. It is heavy bodied, with natural texture and 2mm thickness full substance. We've also sourced beautiful crocodile textured leather from the same family; it's cow leather but after thinning it, the texture has changed. I'm currently working on a few custom bag orders with this specific and very exclusive leather, which is available in very limited quantities. I'm very excited to share more about these pieces very soon.



Bottega Veneta



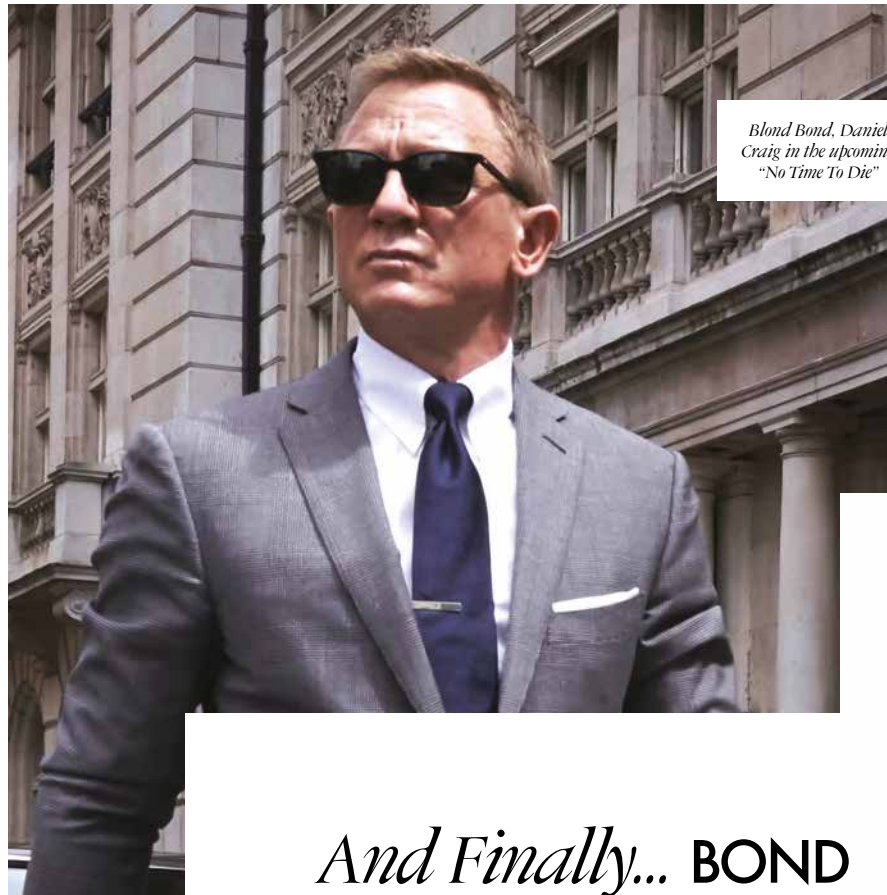
Sea



Sandro Paris

Trending... STATEMENT COLLARS

Update your wardrobe in an instant with these new, surprisingly hip oversized collars. Afraid you'll tire of the trend? Most collars are removable!



Blond Bond, Daniel Craig in the upcoming "No Time To Die"



Roger Moore



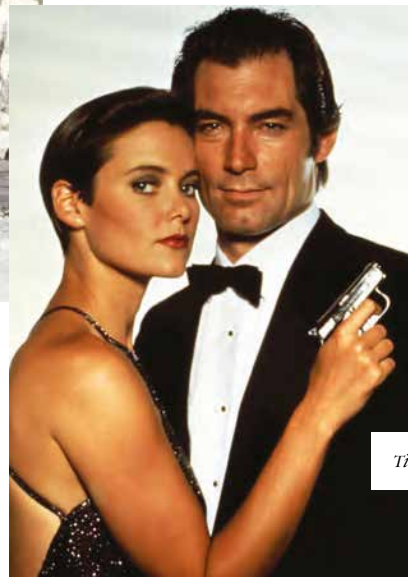
Sean Connery from "From Russia with Love"

And Finally... BOND

Fresh off of watching the very entertaining and illuminating 'Being James Bond' on Netflix, our anticipation of the newest 007 flick 'No Time to Die' (and sadly Daniel Craig's last outing as the debonair spy) is sky high. While we personally count the Blond Bond top of our list with 'Casino Royale' a veritable cinematic masterpiece, here's a look at Bonds past.



Pierce Brosnan from "Goldeneye"

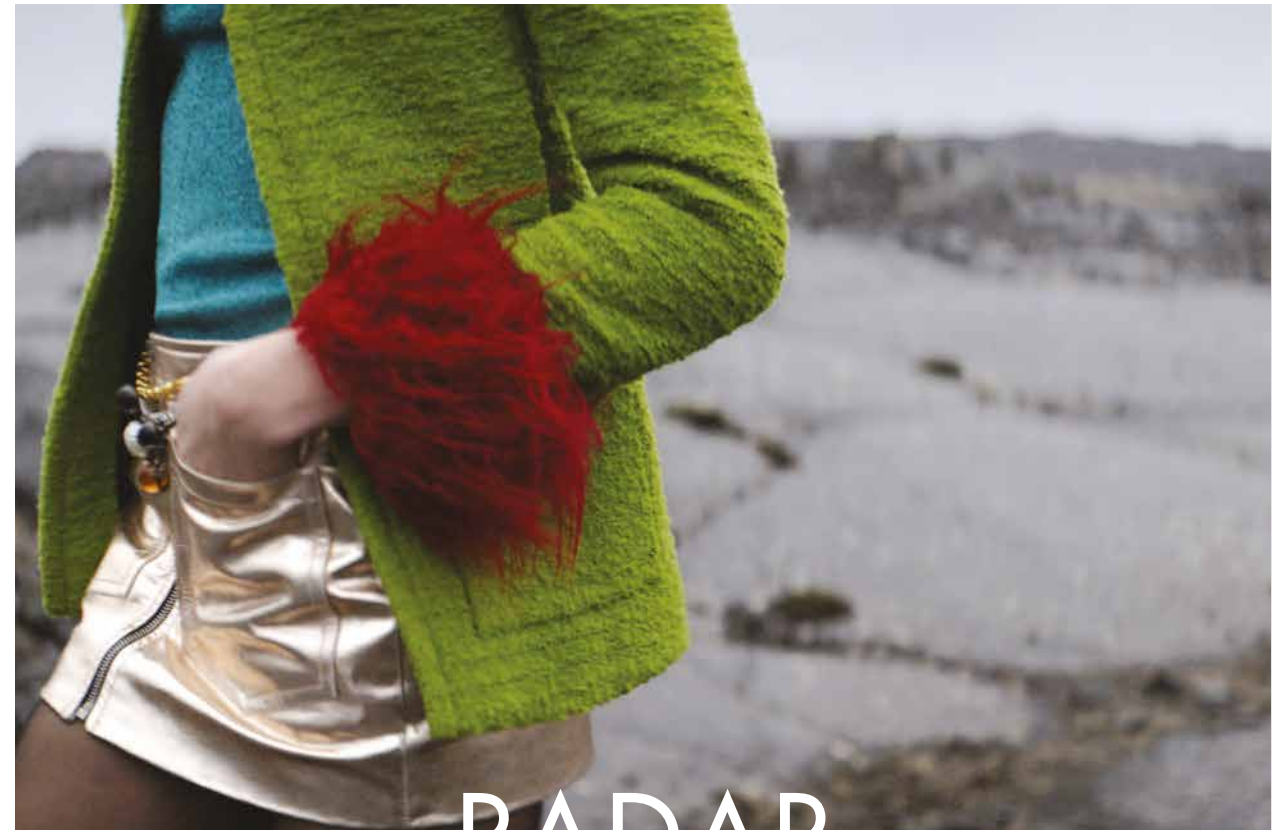


Timothy Dalton

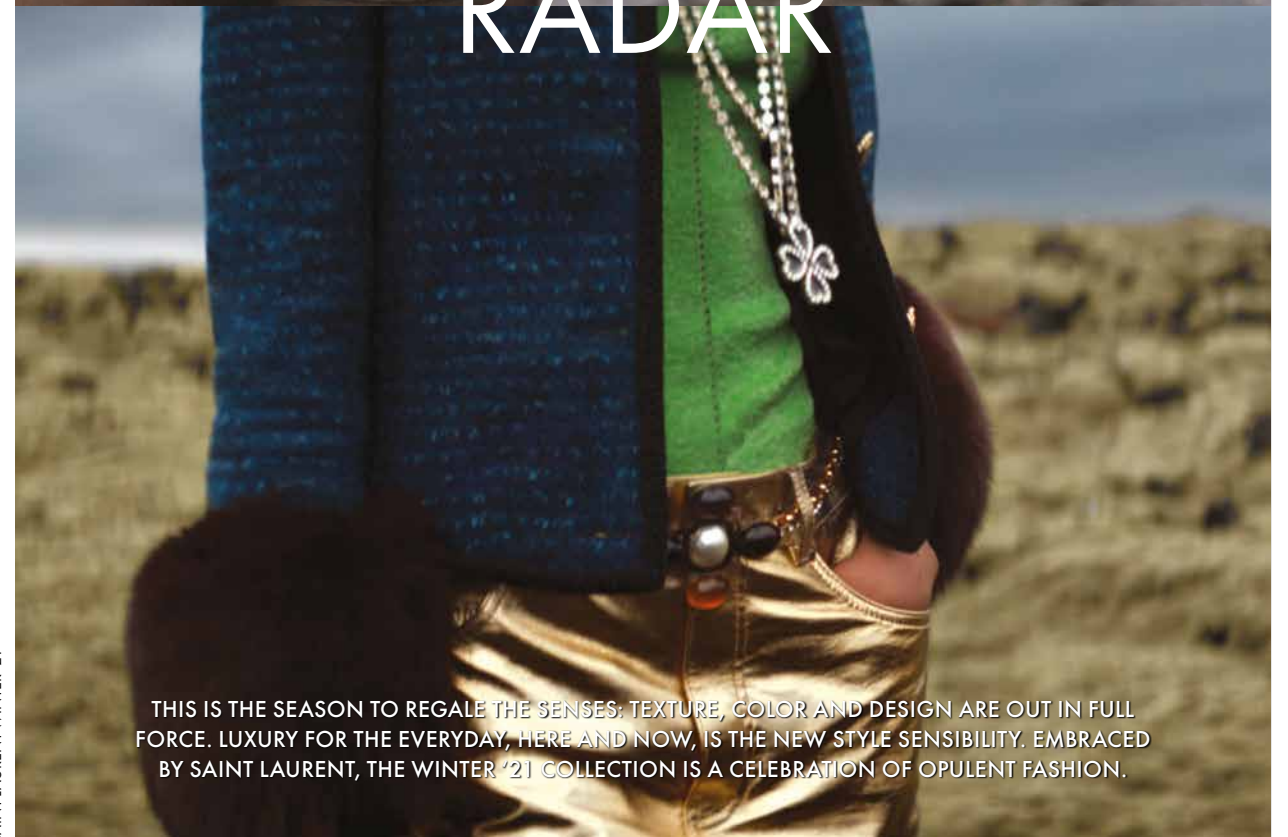


George Lazenby from "On Her Majesty's Secret Service"

E L L E



RADAR



THIS IS THE SEASON TO REGALE THE SENSES: TEXTURE, COLOR AND DESIGN ARE OUT IN FULL FORCE. LUXURY FOR THE EVERYDAY, HERE AND NOW, IS THE NEW STYLE SENSIBILITY. EMBRACED BY SAINT LAURENT, THE WINTER '21 COLLECTION IS A CELEBRATION OF OPULENT FASHION.

SAINT LAURENT WINTER '21



THE MOOD *Ski Bunny*

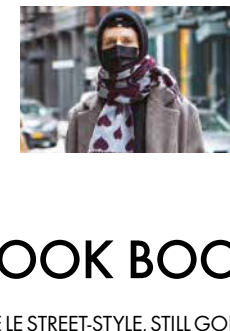
PASTELS AREN'T JUST FOR SPRING. MIU MIU TOOK THE SWEET SHADES TO THE MOUNTAINS FOR A SKI-SLOPE SPECTACLE FEATURING MARSHMALLOW PUFFER COATS AND SALOPETTES. EMBRACE MICHELIN MAN PROPORTIONS WITH THE SAME LUXURIOUS QUILTING—AND ADD BITE TO THE SWEET STYLES WITH A CHEEKY BRALET.



MASK ON
FACE COVERINGS OFFER A NEW TAKE ON COLOUR-BLOCKING—A NEW WAY TO STAND OUT.

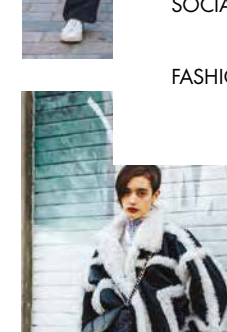


STRONG SUIT
NOTHING SAYS 'DON'T MESS WITH ME' LIKE CHIC, SHARP TAILORING WITH YOUR LOOK

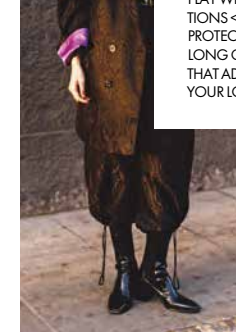


LOOK BOOK *Layer it up*

VIVE LE STREET-STYLE, STILL GOING STRONG, WITH A SAFETY-FIRST, SOCIAL-DISTANCED SPIN. MILLE FEUILLE LAYERING ENSURED MAXIMUM COVERAGE <AND> MAXIMUM STYLE. YOU CAN COUNT ON THE FASHION SET TO PROVIDE LESSONS IN MAKING A (SAFE) STATEMENT.



JEAN'US
DENIM IS THE HARD WEARING STAPLE THAT STANDS THE TEST OF TIME.



LONG STORY
PLAY WITH PROPORTIONS <AND> STAY PROTECTED WITH LONG OUTERWEAR THAT ADDS DRAMA TO YOUR LOOK.



THE MOOD *Cuddle Me Coats*

TEDDY BEAR TEXTURE IS THE WAY TO MAKE A SOFT STATEMENT IN ONE FELL SWOOP, PROVEN BY BURBERRY AND GIVENCHY'S HIRSUTE, TACTILE COATS. TAKE WARMTH TO THE EXTREME WITH COMFORTING CARAMEL AND COCOA-INSPIRED COLOUR.

T H E V I B E



Dior Ultradior



Emilio Pucci + Net Sustain



Diane Kordas



Adidas By Stella McCartney



Moncler Grenoble



Loewe + Paula's Ibiza



Balenciaga X-Pander



Casa Bugatti



Fitbit Luxe™

Fitness FORWARD

NO MORE EXCUSES! *What with the weather* GETTING MILDER, THE OPPORTUNITIES FOR FUN, FITNESS AND WELLNESS ABUNDING, AND THE FASHION & ACCESSORIES *infinitely cuter*, WHY *wouldn't you get your gear* ON AND YOUR SELF OUT THERE? IN SOFT PASTELS, OF COURSE!



“A SERIES OF *photographs* OF ONE OF MONSIEUR DIOR’S HAUTE COUTURE LINES, TAKEN NEAR THE ICONIC PARTHENON IN 1951, WAS THE *inspiration* for the *Dior cruise 2022* COLLECTION”

AN ODE *to* ATHENA

FOR DIOR’S RTW CRUISE 2022 COLLECTION, *Maria Grazia Chiuri* WAS INSPIRED BY THE

BEAUTY OF GREECE AND ITS HERITAGE WITH THE HOUSE



THE SPORTSWEAR
PIECES ARE A
SYNTHESIS OF
TECHNICAL AND
FORMAL RESEARCH

What do the great city and history of Athens, the works of Surrealist artist Giorgio De Chirico, a marvelous collection of Greek vases, and the House codes of Dior have in common? They all came together to inspire Maria Grazia Chiuri for Dior's Cruise 2022 collection. Staged in a Panathenaic stadium in the Greek capital, the cruise show saw a procession of ethereal goddess tunics and gowns paired with sports shoes, a series of beautifully tailored white suits that seemingly flow from the body with an easy elegance, and armor-like vests that recall the valiant warriors. Sportswear was a sizeable player in the collection too, reminding us that Greece was the birthplace of the Olympics and that technical sportswear is our future - the Greek blue a nod to this.



GOLD DIALOGUES
WITH WHITE: A HOOD
GRAFTED ONTO
DIFFERENT LOOKS IS
LIKE PUNCTUATION,
AN ENGRAVED
INSCRIPTION



THE ART OF FASHION

"Maria Grazia Chiuri was inspired by Giorgio De Chirico, a pioneer of Surrealism who drew on poignant memories of Greece to paint metaphysical places frozen in the silent contrast of light and shadow. The Creative Director then explored the universe of Alexander Iolas, the cosmopolitan gallery owner who preserved his close ties to Greece and his home in Athens. There, he assembled an incredible collection of vases decorated with the intertwined bodies of wrestlers. At the show, this inspiration was highlighted with giant sketches of the silhouettes by the artist Pietro Ruffo"



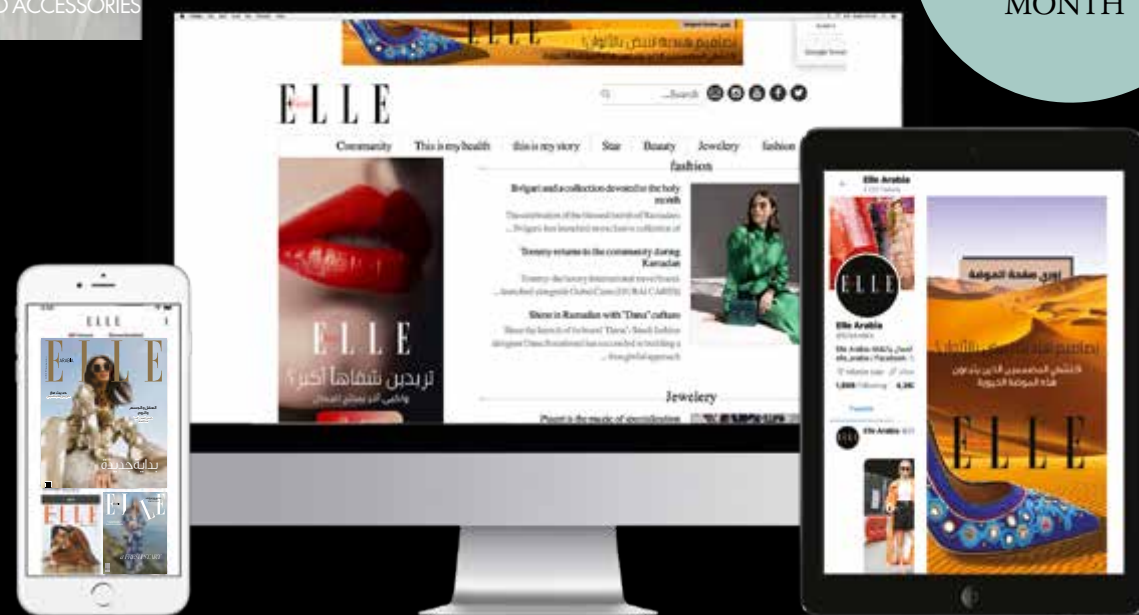
"IN THE HEART OF
THE CITY DEDICATED
TO ATHENA, *Maria
Grazia Chiuri*
REINVENTS HER
GENEALOGY AND
TWEAKS THE CODES"



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E L L E

Louis Vuitton's
Artycapucines, by artist
Zeng Fanzhi



ACCESSORIES

OVER-THE-TOP, ULTRA-LUXE, GRAPHIC, EXTRAVAGANT – HOWEVER YOU WANT TO DESCRIBE THIS SEASON'S VERY TACTILE AND VISUAL ACCESSORIES VIBE, IT'S REALLY ALL ABOUT FULL-ON EXPRESSION! AS WITH **LOUIS VUITTON**'S ARTYCAPUCINES, WITH ARTIST ZENG FANZHI'S REWORKINGS OF VAN GOGH FINDING PRIDE OF PLACE ON THE HOUSE'S ICONIC BAG.

B@PIOTR STOKLOSA



VALENTINO

THE GOTHIC TOUCH:

NIGHT *shade*

MONOCHROME WILL FOREVER APPEAR MODERN—MORE SO WITH GRAPHIC EMBOSSING (AN ALTERNATIVE QUILTING) AND STRAP DETAILS, LIKE VALENTINO'S STUDS. MIX AND MATCH BLACK AND WHITE, RATHER THAN PLEDGING LOYALTY TO ONE SHADE, FOR A 2021 TOUCH.

VALENTINO



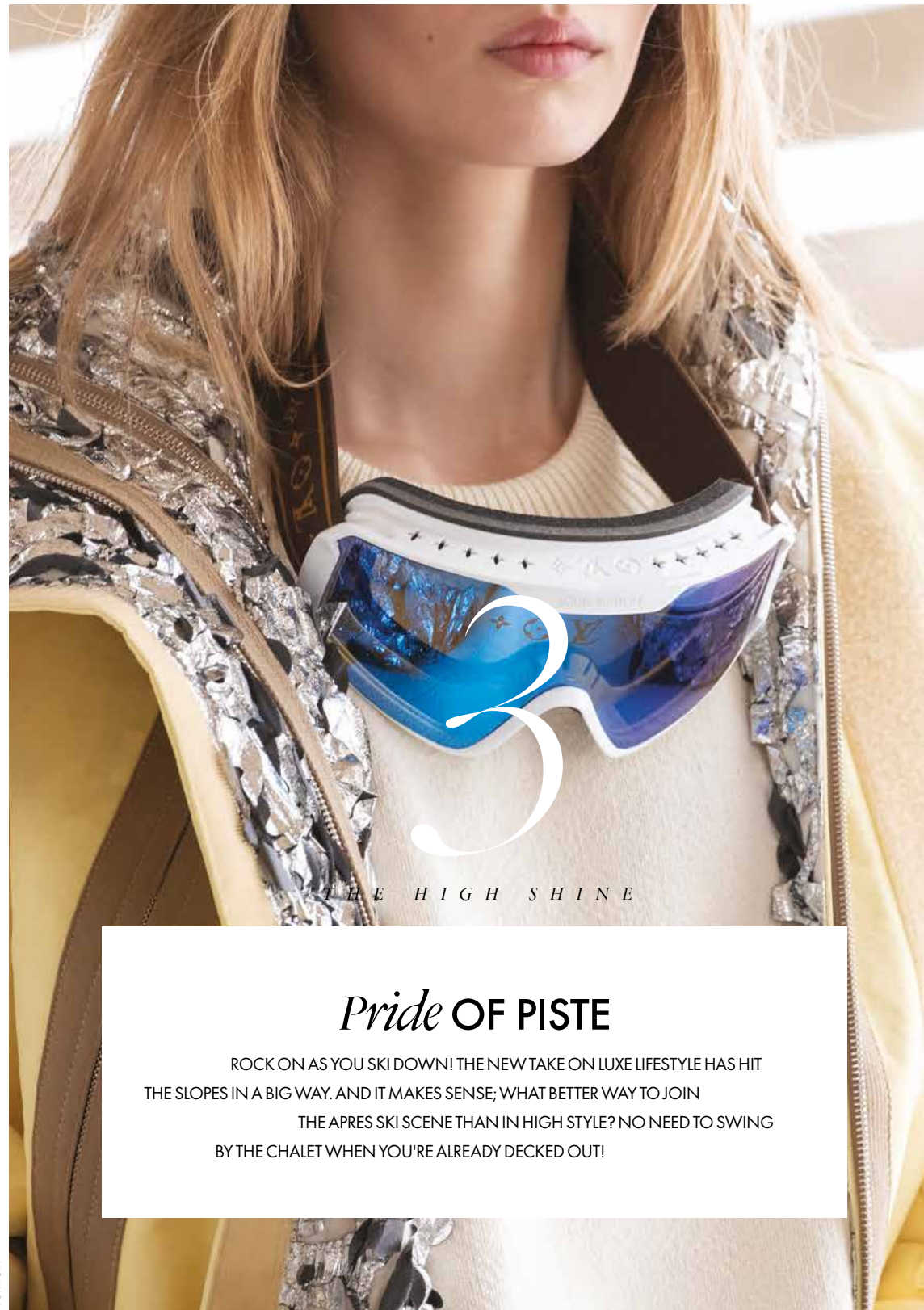
VUITTON

THE HIGH SHINE:

The GLADIATOR

SANDALS FOR WINTER? YES. COMBAT THE COLD WITH LOUIS VUITTON'S INNOVATIVE STYLE TRICK: LAYER THE STRAPPY NEOCLASSICAL STYLE WITH GRAPHIC, CONTRASTING METALLIC LEATHER—OR PRINTED TIGHTS FOR A PLAYFUL, EVERYDAY SPIN.

VUITTON



THE HIGH SHINE

Pride OF PISTE

ROCK ON AS YOU SKI DOWN! THE NEW TAKE ON LUXE LIFESTYLE HAS HIT THE SLOPES IN A BIG WAY. AND IT MAKES SENSE; WHAT BETTER WAY TO JOIN THE APRES SKI SCENE THAN IN HIGH STYLE? NO NEED TO SWING BY THE CHALET WHEN YOU'RE ALREADY DECKED OUT!

VUITTON



THE HIGH SHINE

OVER *the* TOP TIME

TOP-TO-TOE DRESSING LOOKS A LITTLE DIFFERENT THIS WINTER. PRADA'S TROMPE L'OEIL PLATFORMS GIVE US PERMISSION TO STYLE HOSIERY OVER HEELS, WITH A MAXIMALIST APPROACH TO LAYERING. TIME TO STRETCH YOUR STYLE, TAKING PRINTS—AND TRENDS—FROM THE GROUND UP.

PRADA



Life AT PEACE

SALAMA MOHAMED IS A PROUD EMIRATI WHO PASSIONATELY TALKS ABOUT THE IMPORTANCE OF SELF-LOVE. HERE, THE BUSINESSWOMAN AND UN HIGH PROFILE AMBASSADOR WHO THIS YEAR LAUNCHED HER SKINCARE BRAND, PEACEFULL, SHARES HER WISH LISTS, HER INCENTIVE TO ENTER THE BEAUTY INDUSTRY, HOW SHE UNWINDS AND MORE...

Style FILE

Out-the-door Outfit: I love a good jumper and a pair of comfy sweatpants...

Nike or Adidas usually do the trick

Heels or Flats: Definitely flats

Wish List for Fall: I'm looking forward to the new season launches but also Pumpkin spice lattes, you can tell where my head's at! (a)

Fave item in Closet: I have this Goyard bag that I'm currently obsessed with. There's also a pair of Louboutins I got recently. (b)

Sweet HOME

Deco Style: I gravitate towards more comfy, homey pieces.

What's cooking in the kitchen: Machbous!

Fave tech appliance/gadget: My iPad, it's always in my bag, it goes everywhere with me.

Beauty BUSINESS

Inspiration to start: I've been blessed with vitiligo and sensitive skin from early on, so I've always been on the hunt for good products. Then I stumbled on Korean skincare and active ingredients. I wanted to share formulas that work

with my global community because I truly believe we all deserve good skincare!

Challenges Overcome: I would say the pandemic was one of the biggest hurdles we encountered whilst creating Peacefull. (C)

Best part of owning your label: Being my own boss!

R & R

How do you unwind: I love to sit with a cup of tea whilst bingeing shows on Netflix.

Fave way to have fun:

Honestly, playing candy crush.

Secret De-stress Tip: Try a sheet mask, you'll thank me later!

Out & ABOUT

Fave Restaurant/Dish: I love Goldfish Sushi & Yakitori and my favorite dish is Paneer Masala. (d)

Head to for inspiration:

I love to drive around with no specific destination in mind with my music playing this is when I feel most inspired.

Travel Wish List Destination: Get me to Bora Bora! (e)

Outdoor Sport/Activity: Taking the boys to kite beach.

"I love TO SIT WITH A CUP OF TEA WHILST BINGING SHOWS ON NETFLIX"

E L L E

Dolce & Gabbana
Fine Jewelry

JEWELRY

AN UNAPOLOGETICALLY FEMININE AND FIERCE WAVE IS CRESTING THIS SEASON, AND JEWELRY AND TIMEPIECES ARE MOST DEFINITELY SURFING THAT KA HUNA! BOLD COLOR COMBINATIONS, CHUNKY DIMENSIONS, AND FLIRTY FLORALS COME TOGETHER FOR STATEMENT STYLE.

DOLOCE&GABBANA



Suzanne Kalan



Picchiotti



Chopard



Chanel



Raya Abi Rasheed dazzles with Bulgari jewels

Inspired by...
RED CARPET GEMS

The Venice Film Festival was the perfect event to help us transition from Summer beach vibes to fabulous Fall style. The dazzling gowns and brilliant jewels have us eagerly counting down to days to end-of-year celebrations. Our wish list includes lots of diamonds with a pop of precious stones!



Fred Leighton



Dior



Jessica Chastain with a Chopard necklace



Yeprem



Pomellato

Trending...
**DAINTY
TIMEPIECES**

Super feminine, elegant, and oh-so-charming; we're crushing on delicately-designed watches for evenings to remember



Tiffany Eternity



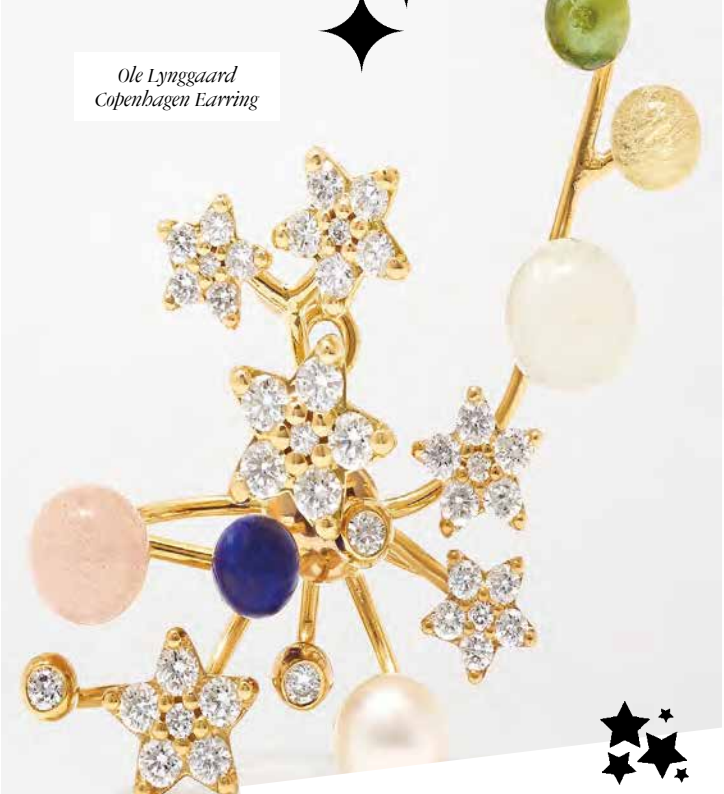
Van Cleef & Arpels Sweet Alambra




Hermès Cape Cod



Piaget Possession




Ole Lynggaard Copenhagen Earring




La Gioia Di Pomellato Necklace

The Theme:
STAR BRIGHT


How can a simple shape turn superstar? When it's stretched, angled, and bedazzled to artistic perfection.




Diane Kordas Ear Cuff



Tasaki timepiece



Boucheron Vladimir ring in white gold



Boucheron Vladimir, the Cat

Unlikely Icon...
VLADIMIR THE CAT

We're head over paws in love with Boucheron's emblematic feline, Vladimir, and his sapphire eyes and shimmering fur!

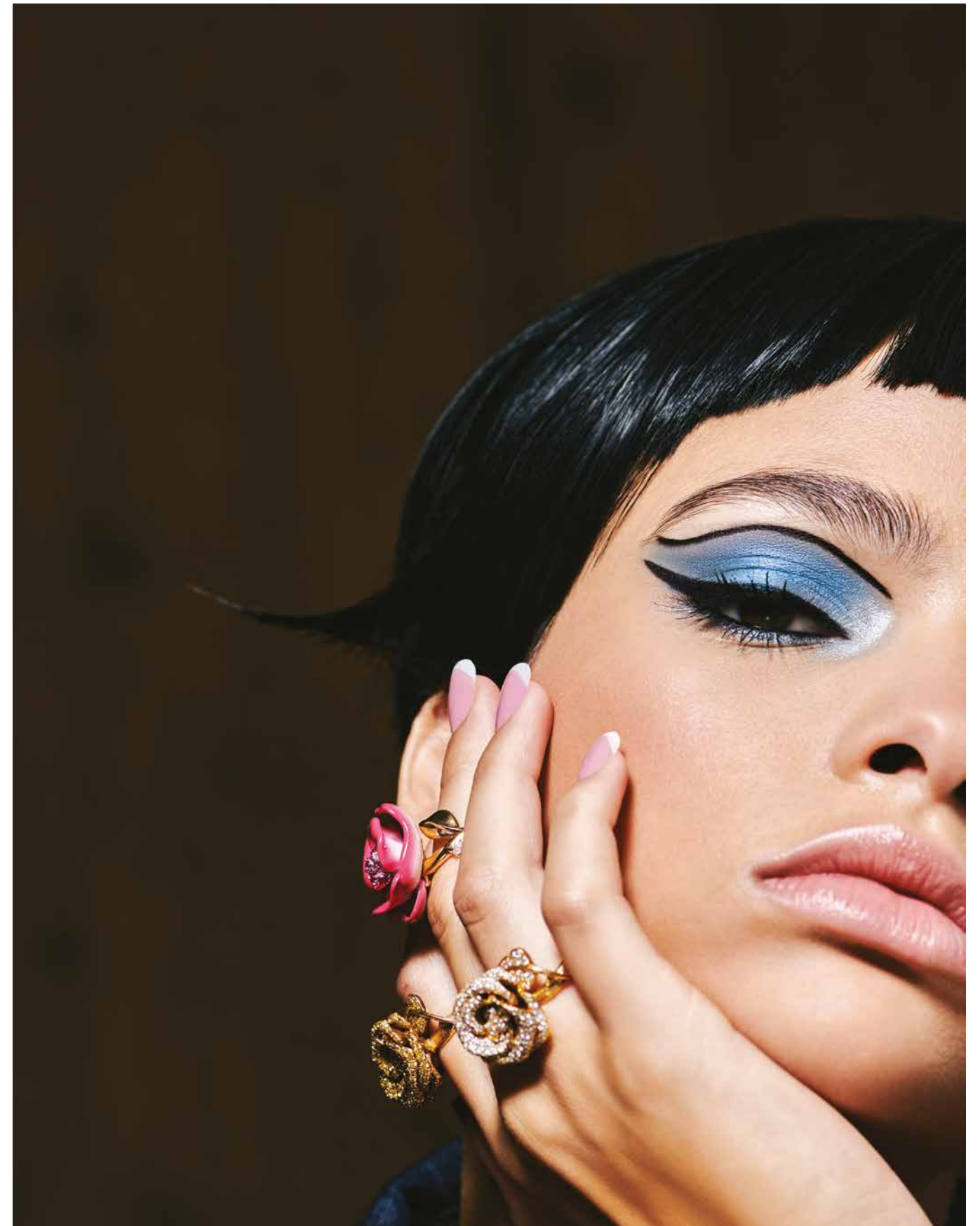
GARDEN DELIGHTS

STROLL THROUGH DIOR'S MYSTICAL GARDEN, WHERE THE ROSE IS
QUEEN AND BRILLIANT GEMSTONES AND DIAMONDS GLISTEN

Photography by FOUAD TADROS Styling and concept by JADE CHILTON

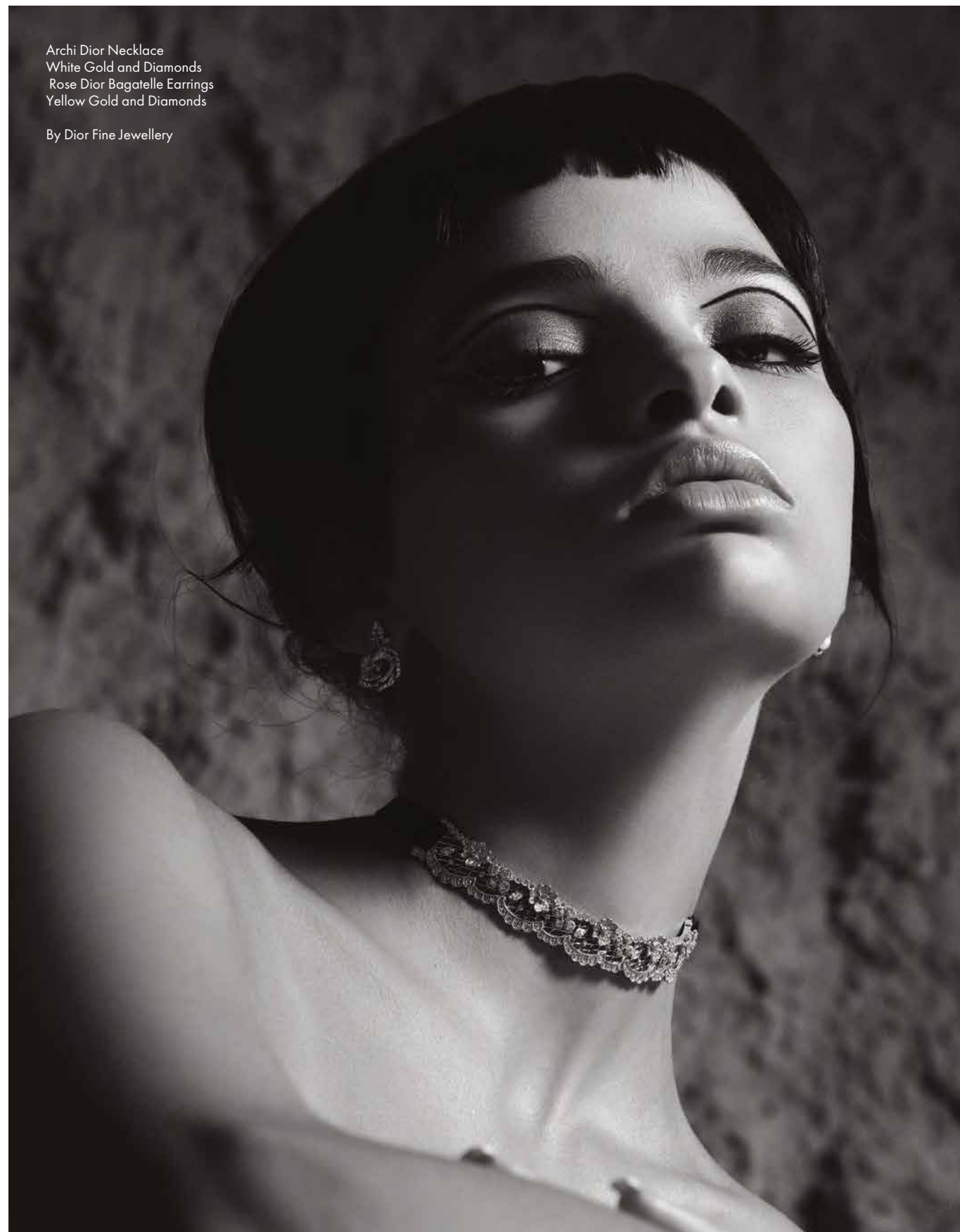
Rose Dior Bagatelle Ring
Yellow Gold and Diamonds
Rose Dior Bagatelle Ring
Yellow Gold and Yellow Diamonds
Rose Dior Pop Ring
White and Pink Gold, Diamonds, Pink Sapphires
and Pink Lacquer

All By Dior Fine Jewellery



Archi Dior Necklace
White Gold and Diamonds
Rose Dior Bagatelle Earrings
Yellow Gold and Diamonds

By Dior Fine Jewellery



Leaves Of Love Necklace
Yellow Gold, Diamonds and Malachite
Leaves Of Love Bracelet
Yellow Gold, Diamonds and Malachite

All By Dior Fine Jewellery



Rose Dior Bagatelle LM Necklace
White Gold and Diamonds

All By Dior Fine Jewellery



Rose Des Vents Necklace
Yellow, White and Pink gold,
Diamonds, White Mother-of-Pearl,
Lapis Lazuli, Malachite, Onyx,
Turquoise, Tiger Eye, Cornelian
and Pink Opal

All By Dior Fine Jewellery



Rose Dior Bagatelle Ring
White Gold and Diamonds
Rose Dior Bagatelle MM Ring
White gold, Diamonds, Pink
Sapphires and Tsavorite
Garnets

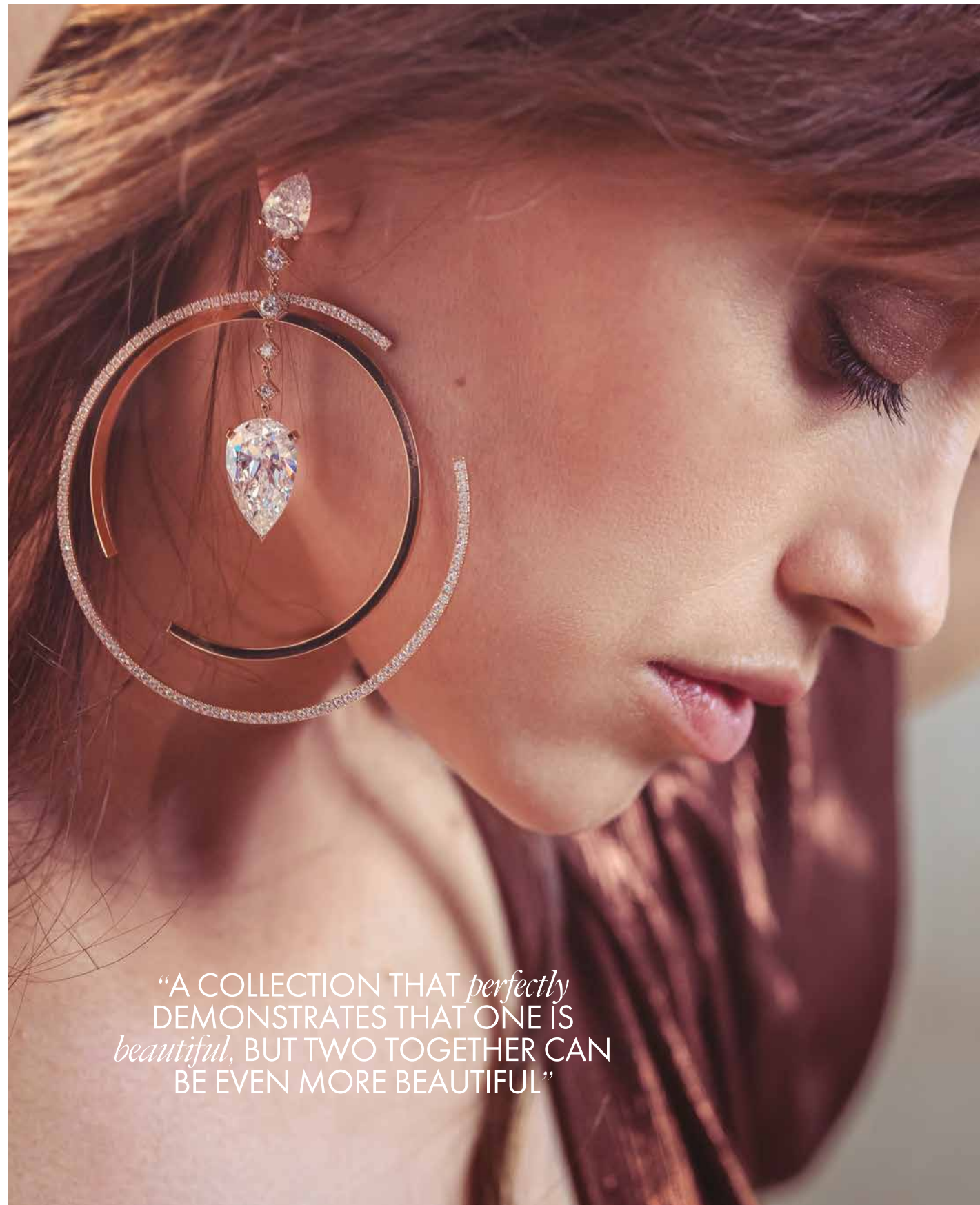
All By Dior Fine Jewellery



Rose Des Vents Bracelet
Yellow, White and Pink gold,
Diamonds, White Mother-of-Pearl,
Lapis Lazuli, Malachite, Onyx,
Turquoise, Tiger Eye, Cornelian and
Pink Opal

All By Dior Fine Jewellery

PHOTOGRAPHER: FOUAD TADROS; STYLING AND CONCEPT: JADE CHILTON; HAIR: IVANKUZ; MAKE UP: SHARON DRUGAN



"A COLLECTION THAT *perfectly* DEMONSTRATES THAT ONE IS *beautiful*, BUT TWO TOGETHER CAN BE EVEN MORE BEAUTIFUL"

©BENJAMIN DECOIN

Pear Appeal:
The sumptuous pear-cut yellow diamonds in this piece is surrounded by a double gold and diamond entourage, creating a halo of light.

Dancing on Air:
A Bohemian allure, strength and finesse contrast with one another in an unparalleled play on gravity

DANCE of the DIAMONDS

INSPIRED BY A NEW SEASON OF HOPE, VALÉRIE MESSIKA HAS CREATED SIXTEEN SPECTACULAR PIECES THAT CELEBRATE THE BEAUTY AND JOY OF MOVEMENT

Movement has always been key at Messika, and this new collection is no exception as it celebrates a new season of hope where we re-emerge from the dark into light and take our place in a 'new social ballet'. Designer Valérie Messika infuses the High jewelry collection with bright yellow diamonds that seemingly float or dance in a delicate pas de deux. The 16 highly original pieces are feats of art, craftsmanship and technical prowess. Messika's beloved hoop earring takes on dramatic new dimensions, bracelets adorn the ankle, wrists and entire hand, head pieces delight and amaze, and the play on pendulums recall feats of magic!

Magnetic Love:
In a graceful pas de deux, the stones perform a pirouette, and turn their backs on each other, whisked away into this spiral.

Diamond Magnet:
The diamonds of different shapes, colors and sizes are attracted to one another.

On the meaning behind her label's tagline "Creativity solves everything". I believe in creativity in all aspects. Being a designer I tend to express my thoughts into wearable art, and this is what I love most about my job — Expressing myself through creativity gives me nothing but incredible joy.

On her decision to launch Y N M. From a creative perspective — I wanted to fulfill the missing gap in our regional market by creating strong products, to modernizing our classic kaftans, twisting our beautiful embellishments, and creating homegrown RTW pieces that speaks to today's generation, and focusing on high-standard craftsmanship and lasting quality. Very elegant comfortable items, pieces that can be worn day and night while transferring them via a piece of jewelry, the biggest point is to create timeless garments that can be worn twenty years from now.

Organically elevating toward an exciting direction; I always make sure my designs can reflect my culture in a modern way. I aspire to elevate our traditional pieces, yet making sure to keep the classical beauty of the concept.

Yet from a business aspect — My goal was to follow an avant-garde method in launching our debut (7 years ago) which was through an e-commerce platform, focusing on strong products, and high-quality tech at the same time. And it worked phenomenally; our debut was sold out in less than a week, and that was the start of our journey. So my ultimate goal is to modernize our classic kaftans, to twist our beautiful embellishments, and create homegrown RTW pieces that speaks to today's generation, and to focus on high-standard craftsmanship and lasting quality.

On launching YNM's First Online Abaya Experience and how it has shifted after the pandemic. Abaya is an essential attire of Khaleeji women's wardrobe. So we wanted to simplify the method and make it accessible and smooth for everyone during this critical period; as the usual Abaya shopping experiencing requires specific measurement and needs to be customized as per each individual. Therefore YNM launched its first ever online Abaya experience last year during the pandemic; with 3 clicks (picking the color, size; we created a whole abaya chart from scratch, and desired length) your abaya can be delivered to your doorstep in no time. This Abaya customization in e-commerce is a whole new level of experience in the abayas market in this region, and it was nothing but a huge success.

On continuing to evolve while staying true to her brand. By always studying the market, observing the demand, and listening to our clients. For example, during COVID-19, we have decided to shift the standards and focus on natural, sustainable, and a season-less approach with 4 capsules a year, and we have decided to focus on selling primarily direct to consumers. Developing all methods to deliver to more than 66+ countries, offering both online payments and COD (worldwide too) to enhance the whole experience from a 360 perspective.

On the importance of cultivating and safeguarding art, design, heritage and fashion in the region. I feel very proud of our heritage, culture, and history — The United Arab Emirates is captivating multiculturalism of nationalities and ethnicities all living in unity together, and this is what makes us connected, and stronger. Working hard to mark a noticeable trace in the global fashion industry as a designer from the UAE is my ultimate goal. I am very driven in representing my country in a well-represented way.

On tying up with renowned Houses and brands. It started very organically, I tend to work with brands I relate to so deeply; brands we grew up endorsing, wearing, and admiring. My goal was and will always be to always connect and merge the bond of our favorite brands to the beauty of my local community and culture uniquely,

by DESIGN

FASHION DESIGNER, CO-FOUNDER OF LABEL YNM, FITNESS ENTHUSIAST, HUMANITARIAN - *Yasmin Al Mulla* IS AN INSPIRATION TO US ALL. HERE, RESPLENDENT IN TIFFANY & CO. JEWELRY, SHE TALKS TO ELLE ARABIA ABOUT THE POWER OF CREATIVITY, THE IMPORTANCE OF SAFEGUARDING CULTURE & HERITAGE, THE FUTURE OF SUSTAINABLE FASHION, AND MUCH MORE...

Photographed by FOUAD TADROS

Bracelets (Left): Tiffany T1 Wide Hinged Bangle in 18k White Gold with Diamonds; Tiffany T1 Wide Diamond Hinged Bangle in 18k White Gold
Bracelet (Right): Tiffany Victoria® Cluster Tennis Bracelet in Platinum with Diamonds
Watch: Tiffany Art Deco Watch in 18k White Gold with Diamonds
Ring (Left): Tiffany Victoria® Alternating Ring in Platinum with Diamonds
Ring (Right): Tiffany Soleste® Ring in Platinum with an Aquamarine and Diamonds

"TIFFANY & CO. IS A BRAND I relate TO SO DEEPLY; A BRAND WE GREW UP ENDORSING, WEARING, AND admiring"

RAPID
FIRE

Your way of letting go and relaxing: Kundalini Yoga
The one thing you can't resist: A cold Ice Matcha Latte
Your idea of perfect happiness: My family
Your greatest extravagance: Tiffany T1 Diamond Necklace in 18K Rose Gold
The greatest love of your life: My husband, aka my best friend.
Your most treasured possession: My engagement ring.

*Necklaces: From top to bottom; Tiffany HardWear Wrap Necklace in 18k Yellow Gold; Tiffany HardWear Graduating Link Necklace in 18k Yellow Gold
 Bracelets (Left): Tiffany T1 Wide Diamond Hinged Bangle in 18k Yellow Gold; Tiffany T1 Narrow Hinged Bangle in 18k Yellow Gold with Diamonds; Tiffany T Pavé Diamond Hinged Bangle in 18k Yellow Gold
 Ring (Left): Tiffany T1 Wide Diamond Ring
 Rings (Right): From left to right; Tiffany & Co. Schlumberger® Rope Two-Row Ring with Diamonds*

and I am very grateful for the opportunity. On working with her sister. I couldn't ask for a better business partner, and I am very grateful for her. We both handle different departments and this is what makes us stronger. She manages the business and finance aspect, while I work around creativity and designs direction from different perspectives. Our different interests are truly powerful to the company. On being a role model. Truly humbled to hear this. Being able to encourage and support women is my favorite part about the whole concept. We rise by lifting others! Every single woman inspires me in a different way! I mostly get enlightened by a woman who appreciates her education, treasure her dreams, and believe in her goals.

Moving upwards and onwards. Aside from deciding to shift the standards and focus on natural, sustainable, and a season-less approach with 4 capsules a year, we have decided to focus on selling primarily direct to consumers. All while studying and exploring greater ventures, projects, and collaboration. Anticipating to elevate YNM's direction season after season.

From a designer level — I am as well working on exploring some exciting projects/collaborations to connect the heritage and beauty of the brands with the local community beautifully, which I can't wait to reveal. Every achievement is deeply cherished, it's the fruit of long nights, dedications, and hardworking days — I appreciate each accomplishment differently, and all of them are nothing but genuinely dear to my heart. So each collaboration is a tribute to my society, inspired by my community, by the sense of belonging, and the power of interconnectedness

On the role of fitness in her life. I am a long-term advocate of health and fitness. I believe that optimal eating is a sustainable, beautiful lifestyle. And have maintained a vegan, gluten free, dairy, and refined-sugar-free diet for many years now, and that's in addition to my workouts and strength training, yoga, and meditation. I do focus

on nourishing, nutritious and wholesome food and truly believe that consuming everything in moderation is key. And so, with the ability to nourish both body and soul, I am currently working on my health and nutrition and plant based book, to be the first in the region in that form — Highlighting vegan, gluten free, and refined sugar free recipes inspired by my loved ones, culture, and travel, focusing on nourishing, nutritious and wholesome concepts.

*Necklace: Tiffany Circlet Necklace in platinum with diamonds
 Bracelets (Left): Tiffany Victoria® Cluster Tennis Bracelet in Platinum with Diamonds
 Watch: Tiffany Eternity Watch in 18k White Gold with Diamonds
 Ring (Left): Tiffany & Co. Schlumberger® Rope Four-Row X Ring in 18k White Gold with Diamonds
 Rings (Right): From left to right; Tiffany T1 Narrow Ring in 18k White Gold with Diamonds; Tiffany Schlumberger® Round Brilliant Engagement Ring with a Diamond Platinum Band*

HOMELAND: THE UAE

One of my most treasured childhood memories is ... exploring a whole different perspective of Dubai through the eyes of my parents each Friday.
I'll start the day off ... between 7:30AM to 8:00AM, I am a believer in the power of good sleep, therefore having a good sleep is an essential point in order to start my day perfectly — I enjoy my morning, my warm hot lemon water, celery juice, an excellent meditation session, delicious breakfast, my Matcha latte, and then I'm ready to be in the office at 10:00 AM

Under the radar must do ... I'm super loyal to Al Dawaar Restaurant in Hyatt Regency Dubai because It reminds me of my beautiful childhood.

I fell instantly in love with ... the new Downtown Dubai. It's not a new area, yet it offers a new experience with each passing day. Dubai is Magical!
I get inspired in my city from ... believing in "The impossible is possible". The UAE is a country well known for its humanity and generosity, and provides endless opportunities, overwhelming support, and extraordinary privileges to all nationalities. I love the concept of my beautiful country, where your performance, talent, and education matter more than anything else, we celebrate the person before everything.

At Expo 2020, I can't wait for... the world to see the beauty of my country.

STYLIST: JEFF AQUN; PHOTOGRAPHY: FOUAD TADROS; MAKEUP ARTIST: SHARON DRUGAN; HAIR STYLIST: DANI HISWANI; LOCATION: ETHAD MUSEUM, DUBAI CULTURE

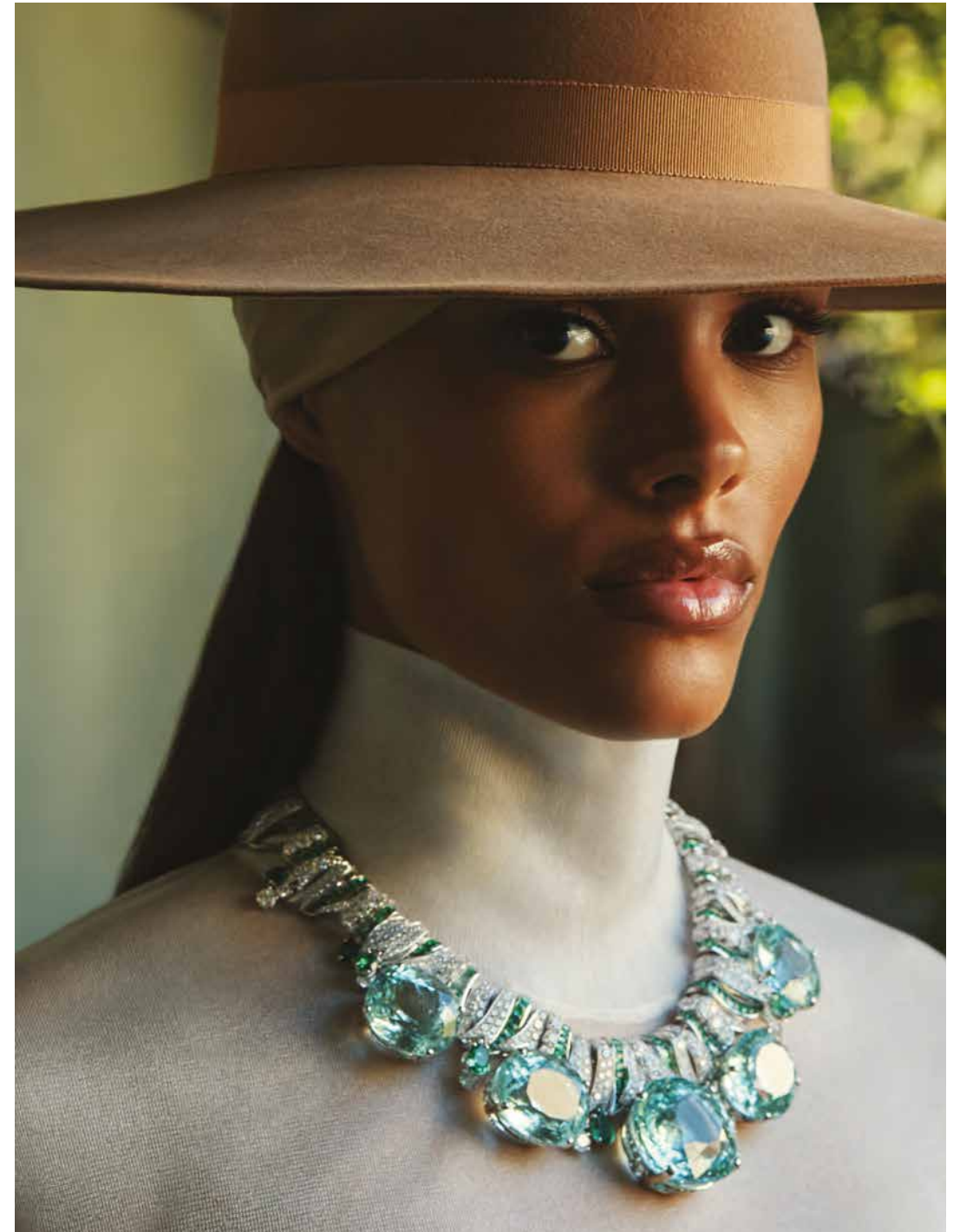
Coat, Loewe, Hat, Borsalino
Bulgari Serpenti Viper High Jewelry
Necklace in white gold set with Onyx
Elements and and Diamonds pave
Bulgari High Jewelry earrings in platinum
with 2 pear shaped diamonds 2,58 ct,
fancy shaped diamonds 1,74 ct and pavé-
set diamonds 1,21 ct

A Brilliant WOMAN

MORE *is more*,
AS MEGA-
STATEMENT
PIECES FROM
Bulgari's High
JEWELLERY
COLLECTIONS
STEAL THE
spotlight IN
SENSATIONAL
STYLE

Photography by VICTOR SANTIAGO

Styling by MARTINA RIEBECK



Left page: Dress, Fendi; Foulard, Montegallo
Bulgari Serpenti High Jewelry Ring and Bracelet in pink and white gold set with marquise Paraiba tourmalines, round and pear shaped emeralds and pavé-set diamonds

This page: Turtleneck, Dolce & Gabbana; Scarf, Stylist's Own ; Hat, Kristina Fidelskaya
Bulgari Magnifica High Jewelry necklace in platinum with 5 oval paraiba tourmalines 473,82 ct, 11 pear emeralds, buff-top emeralds, round brilliant cut diamonds and pavé-set diamonds

Dress, Taller Marmo; Turban, Grace Eleyae
Bulgari Magnifica High Jewelry necklace and
bracelet in pink gold with round sapphires,
emeralds, rubies and diamonds





Dress, Azzedine Alaïa; Scarf As
Turban, Stylist's Own
High Jewelry Serpenti necklace in
white gold with 9 Zambia emerald
tumbles 66,39 ct, emeralds 0,34 ct,
marquise diamonds 10,24 ct, and
pavé-set diamonds 25,03 ct

Dress, Azzedine Alaïa
Bulgari High Jewelry
bracelet in white
gold emerald beads
31,16 ct and round
brilliant cut diamonds
26,49 ct.
Bulgari High Jewelry
earrings in platinum
with 2 octagonal
step cut emeralds
(Colombia 6,33
ct - 6,04 ct), buff-
top emeralds and
diamonds
Bulgari High Jewelry
ring in white gold with
1 cushion emerald
(Colombia - 4,72
ct) and pavé-set
diamonds



PHOTOGRAPHY: VICTOR SANTIAGO; STYLIST:
MARTINA RIEBECK TALENT: TINA KUNAKY

Dress, Attico; Hat, Benoit Missolin
Bulgari Fiorever High Jewelry
bracelet and double necklace
in platinum with a detachable
pendant set with diamonds





Dubai Expo 2020

THE TOP 10 THINGS TO KNOW, VISIT AND EXPERIENCE

As we count down to the start of the Dubai Expo 2020 this month, all eyes are geared towards the world's greatest show which is set to be the largest event ever held in the Arab world and the very first World Expo held in the Middle East, Africa and South Asia (MEASA) region. Taking place every five years, the world expo provides a global platform for solutions and inventions that pave the way for the future and this year, three distinctive themes are setting the tone for innovation. ELLE Arabia rounds up an informal guide with everything you need to know in a snapshot



The Futuristic Three

With more than 190 countries participating in the Dubai Expo 2020, there are three main core themes, Sustainability, Mobility, and Opportunity, that will attract all the attention and action on the world stage. At the sustainability pavilion, visitors will be inspired to look deeper into the challenges of climate change, explore the importance of solar energy for the future, and reconsider natural resources with a renewed sense of responsibility towards sustainability. Down at the mobility pavilion, there's much to learn about smart cities and technology that will propel mankind into the future where artificial intelligence, big data, and robotics take center stage.

Round Bubble: Don't miss the chance to make a difference at the opportunity pavilion where there are numerous ways to find inspiration, role models, and projects to get involved in and be the change you wish to see in the world.

Global Sentiments

A recent survey conducted by Dubai Expo 2020 in partnership with YouGov explored the global sentiments of people across the world as they viewed the future. The survey of 22,000 people across 24 countries revealed an increase in hope with 65% (up from 60% in 2019) of respondents indicating that they are more upbeat about their own future in connection to the Expo sub-themes of Opportunity, Mobility, and Sustainability.

Food & Mood

There are over 200 F&B outlets at the Expo 2020 site, featuring more than 20 celebrity chefs, exclusive eateries, and food trucks to tickle the taste buds. From award-winning to innovative, there's something for everyone and we would not want to miss out on Japanese fusion brand Kojaki and the popular Thai street food concept, Long Chim. Make sure to stop by and try these world-famous fusion bites that have elevated street food to an artistic culinary delight.



"ACQUA DI PARMA'S COLONIA FUTURA IS THE SIGNATURE FRAGRANCE OF THE SUSTAINABILITY JOURNEY"

A Scented Journey

To create an unforgettable experience marked by a declaration of love for nature at the Italian pavilion, Acqua di Parma will create an exclusive special edition of Colonia Futura for the Dubai Expo, consisting of 99% ingredients of natural origin. As a symbol of Italian excellence, craftsmanship, and style

since 1916, Acqua di Parma's Colonia Futura is the signature fragrance of the sustainability journey that started with the Acqua di Parma Futura project, within the scope of the LIFE program of the LVMH Group. The scents are a vibrant explosion of natural ingredients that celebrate nature and mother earth.

Don't Miss: The new Acqua di Parma Car Diffusers which together with the Smart Home Diffuser designed in collaboration with Poltrona Frau will feature nine compositions of the Maison for an all-round sensory experience when traveling.



Left to Right: HE Giuseppe Finocchiaro, HE Hala Badri, HE Nicola Lener, Lucia Boscaini, Ida Zilio Grandi, Paolo Glisenti, Marcello Fondi

Art Highlight

Local artists are in for a befitting treat under the direction of Maison Bulgari which together with the Dubai Culture and Arts Authority has announced an annual award. According to the partnership, the first edition of the 'Bulgari Contemporary Art Award' with the support of the Italy pavilion will celebrate contemporary art and provide an innovative platform for local talent. Artists will be able to participate in three categories of visual arts, including drawing and painting, photography, and sculpture and their works must employ color to express how 'beauty connects people.'

Fun-Fact: The winning artist will be offered the opportunity to experience Rome through the eyes of Bulgari as part of a week-long journey through the Bulgari universe that would include visits to the gem table, DOMVS, design centers, workshops, historical sites, and a range of exclusive cultural locations.

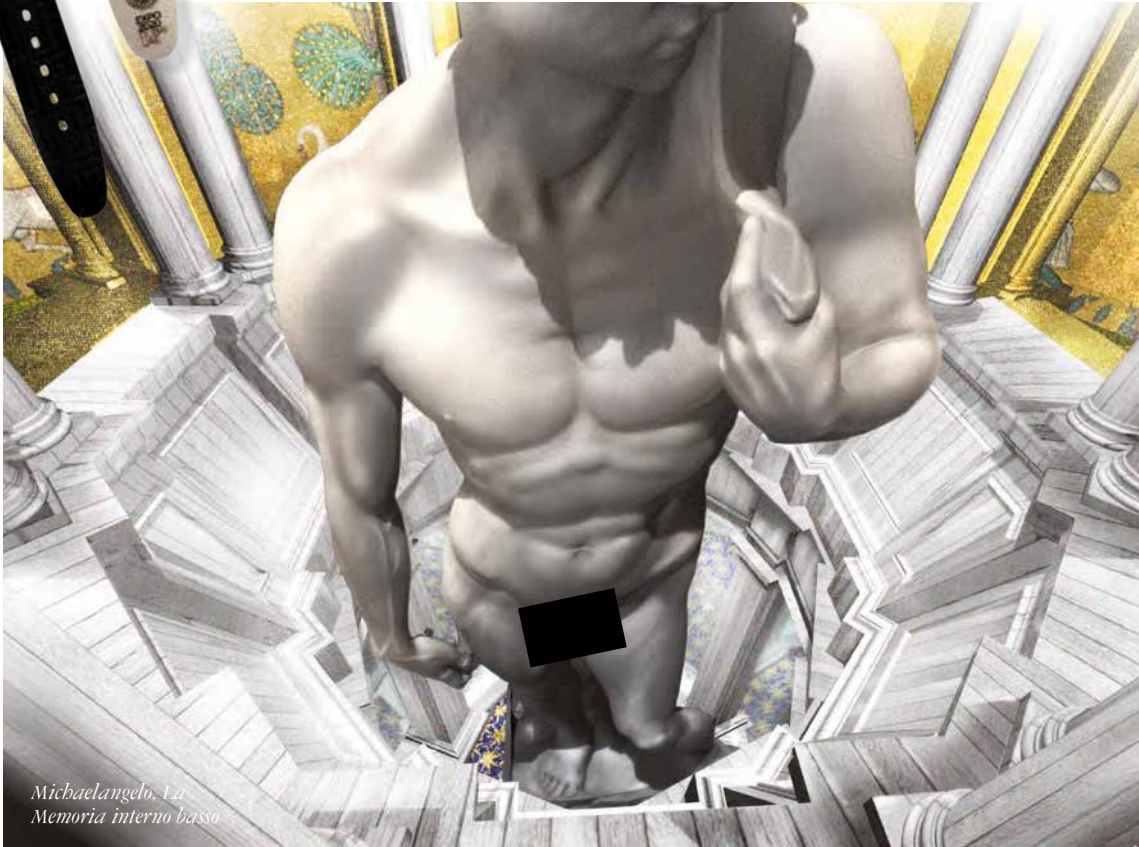


On the Clock

Don't miss this special moment in world history marked by Swatch, the official time provider for the Dubai Expo 2020. Having been an official partner at six of the world expos, this year marks the seventh time the brand will be pulling out all stops for a show-stopping mix of its iconic, innovative, and provocative timepieces. If you haven't already seen three countdown clocks located at Dubai Mall, the Dubai Frame, and the DIFC, then it's time to gear up for the actual showdown at the expo site in the form of four, must-visit zones.

Top Tip: Visit the main store at the Welcome Plaza to design your own SwatchXYou watch and see how it is printed on-site. At the store in the Mobility district, immerse yourself into a virtual experience of the Swatch Art Peace Hotel and HQ, while at the Sustainability district discover the innovative SwatchPAY! technology and the brand's use of bio-innovative materials.

Special Edition watches available include the Hekmah & Al-Wasl models available exclusively in the UAE and online.



Michaelangelo, La Memoria interno basso

Must-See Marvel

Probably one of the most talked-about marvels on-site, the 3D replica of the world-famous Michelangelo's David is a work of art within the Italian Pavilion created by SICIS, the platinum sponsor of the pavilion and a company par excellence in the fine art of micro-mosaics. With tesserae in glass and gold, SICIS recreated elements from the original mosaics of Palazzo dei Normanni and the Palatine Chapel in Palermo which run along the walls surrounding the theatre, while the tower's dome showcases the starry sky of the vault of Galla Placidia in Ravenna. **Fun-Fact:** To create this magnificent piece of work, over two and a half million mosaic tesserae were used, where each tessera was hand-laid by mosaic masters in the SICIS atelier in Ravenna and only later transported and installed on-site.



"THIS THREE-DIMENSIONAL JEWEL IS MADE UP OF DYNAMIC SHAPES AND VIVID COLORS, IMAGINED BY GIOIA PLACUZZI"

Haute Jewelry
SICIS Destino
Incantato SDW2

Haute Jewelry Unveiling

Make sure to check out the jewelry exhibition by SICIS Jewels. For the very first time, the Italian company which specializes in the art of micro-mosaics since 1987, will be revealing its most exquisite masterpiece 'Destino

Incanto' by SICIS Jewels, a sister company created under the artistic direction of Gioia Placuzzi. This three-dimensional jewel is made up of dynamic shapes and vivid colors, conceptualized by Gioia and her team who have imagined a connection between the light attracted by the stones and the millimetric splinters of

micro-mosaic, revealing a soft and fluid structure that is exquisite and ethereal.

Did you know? SICIS Jewels' distinctive production process of micro-mosaic art takes years to complete and merges creativity with technique in a kaleidoscope of tiny fragments that consist of minerals joined with gold and gemstones.

Gourmet Experience

While there's plenty of choices to enjoy and experience the best culture-packed cafes and culinary delights from around the world, we highly recommend a visit to the all-day restaurant, Veg'd by celebrity chef Matthew Kenney and XYST. The triple-storey dining complex located inside Sustainability Pavilion will dish out a clean menu featuring signature

Sustainable Styling

Check out sustainable styling as you witness more than 30,000 male and female volunteers at the Dubai Expo 2022 dressed by Emirati label, Twisted Roots which is the official design partner for the uber-stylish uniforms. Founder Latifa Al Gurg conceived the look and feel by incorporating elements of Emirati heritage and UAE culture, while staying focused on environmental-friendly materials.

Round Bubble: The uniforms are made by utilizing recycled polyester stylishly woven on cuffs and collars. The convertible, cross-body satchel bag stands as a focal point of innovation because of its versatility.

Editor's Choice

A must-visit at the Dubai Expo is the stand-alone, Women's Pavilion which together with Cartier is driving the dialogue further on gender equality and women's empowerment. Under the exhibition titled 'New Perspectives' the Women's Pavilion will invite visitors to recognize the central role that women have played throughout history based on the principle of 'when women thrive, all of humanity thrives'

What's to Know? Everyone gets to be part of the on-going discussions surrounding this women-centric theme by participating in discussions on the challenges women face, breaking stereotypes and deconstructing misconceptions on women's roles in a world where everyone is encouraged to become a change-maker for a sustainable future.



SURVIVORS & FIGHTERS

TO CELEBRATE THE SPIRIT OF WOMEN WHO HAVE BATTLED BREAST CANCER, ELLE ARABIA SHINES THE SPOTLIGHT ON THREE LEADING ARAB WOMEN WHO HAVE WORN THEIR SCARS WITH PRIDE, GRACE, AND GLAMOUR WHILE REMAINING ROOTED IN THEIR FAITH AND COMMITTED TO DISCIPLINE AND SACRIFICE. HERE THEY SHARE SNIPPETS FROM THEIR LIFE AND THE LESSONS LEARNED ALONG THE WAY, STANDING AS BEACONS OF HOPE FOR WOMEN ALL AROUND THE WORLD.

By ODELIA MATHEWS



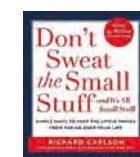
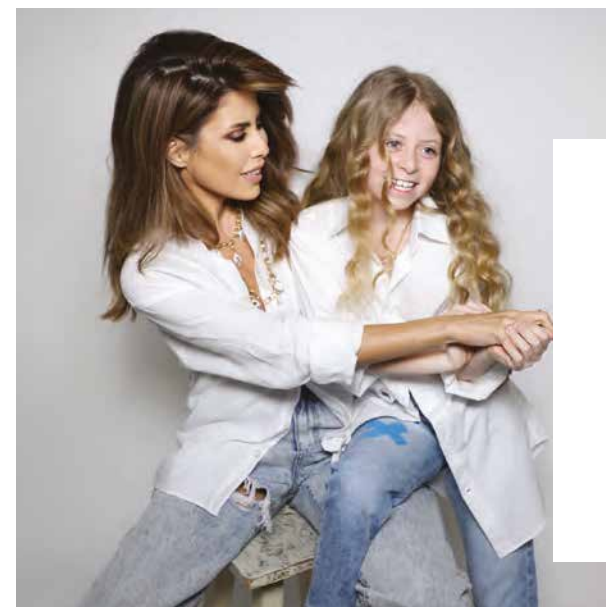
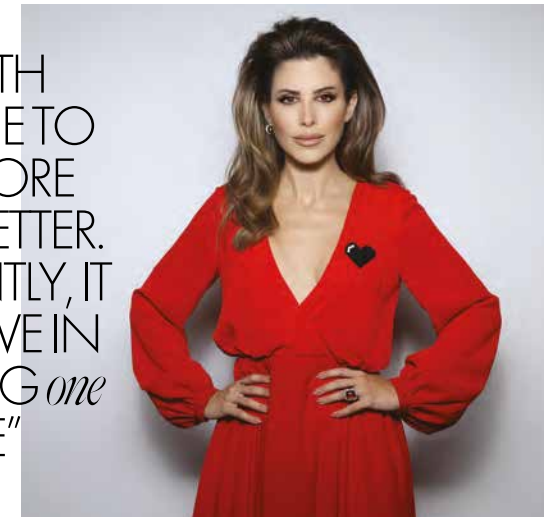
Josette AWWAD
FOUNDER OF JALC LUXURY
CONSULTANCY
@josetteawwad

For a woman who has spent over two decades in luxury consulting, Josette Awwad is not only a fighter and survivor but also a fierce entrepreneur. As Founder of JALC Luxury Consultancy (@jalcflle), she is a woman who puts faith and family first despite her battle with cancer and that nagging fear of an unexpected relapse. "It was in December 2017 that I discovered my breast cancer, and it was a real roller-coaster ride and one that gave me more than what it took from me," she recalls. "Looking back, I feel grateful for a new chance of living, with a slight fear that one day it might come back to haunt me, but I stay faithful and hopeful." As a devoted mother, Josette hasn't let pain and

trauma stop her from living her fullest life with her family and fulfilling dreams at every turn. In February this year, she launched Jude Jewels (@judejewelslb) which is a mother and daughter initiative featuring hand-painted icons in 18carat gold, adorned with semi-precious stones and talismans for luck and prosperity. Always one to view life with gratitude and appreciation, Josette credits those closest to her heart who got her through the most difficult times in life. "I'm grateful for every single person who stood by me from my husband to my parents, sisters, and best friends. Without them it would have been a very challenging journey," she says. Recalling one specific moment that has made her a stronger person she recounts the time when she prepared herself for a double mastectomy. "I have never been as scared in my entire life and never felt any pain close to the pain I had to suffer the night before the operation."

All through her painful battle with cancer, Josette has celebrated many things including the launch of a luxury digital magazine www.azyamode.com and despite the many challenges she has had to overcome, she claims that motherhood is her single greatest achievement. "Being a mother and being present for my daughter and my step-kids is without a doubt, my greatest achievement in life. Supported by a long span of my career spent in the luxury field is one that brings me immense joy and gratitude, making me want to achieve more each day." If there's one advice she would share with anyone fighting any life-altering situation it is to, in her words: "Stay positive, surround yourself with good people, ask for help and get busy with something meaningful that lights up your soul and makes you smile, remembering that this situation, too, shall pass."

"MY BATTLE WITH
Cancer TAUGHT ME TO
LOVE MYSELF MORE
AND *treat myself* BETTER.
MOST IMPORTANTLY, IT
TAUGHT ME TO LIVE IN
THE NOW, TAKING *one*
DAY AT A TIME"



FUN-FACTS ABOUT
JOSETTE AWWAD:

- One thing I can't get enough of is watching the sunrise with my baby. It's been our thing since she was 2 years old, and we still keep the trend going.
- A book I'd highly recommend is "Don't Sweat the Small Stuff and It's All Small Stuff" by Richard Carlson
- The one beauty product I can't live without is Gisou hair products.
 - My style staples for the AW21 Season are monochrome with shades of beige, grey, and brown
- A motivating quote which I live by is "Happiness is a State of Mind"

Fadia ALTAWHEEL
FOUNDER OF FA AGENCY IN DUBAI
@fadiaaltaweel



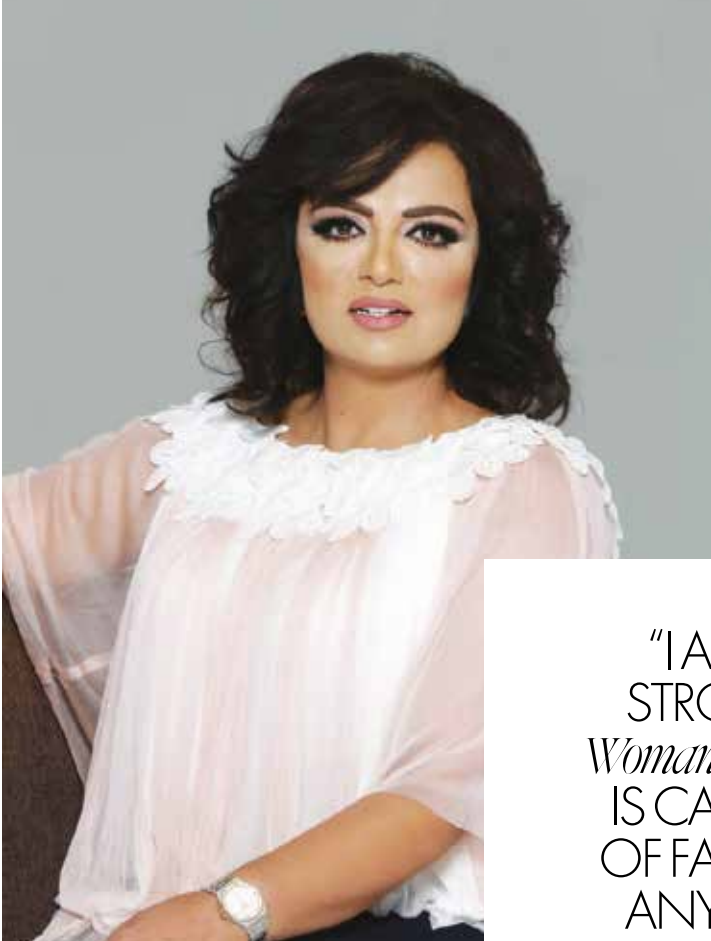
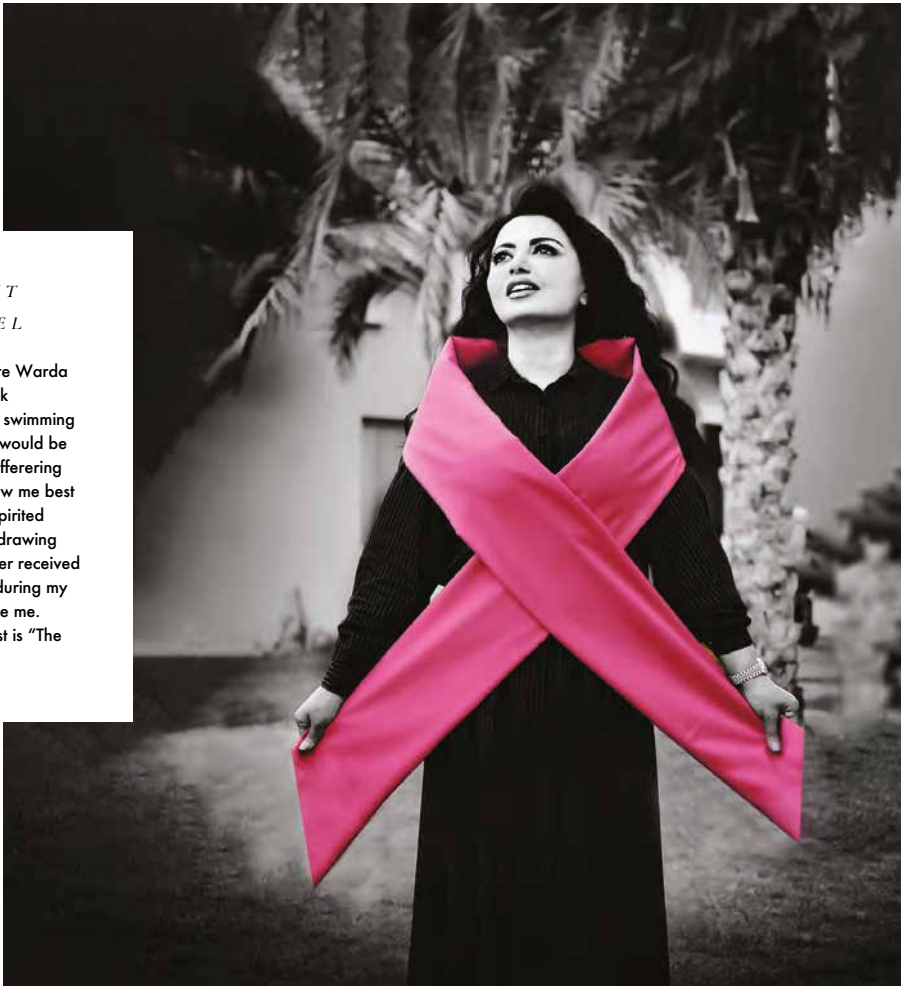
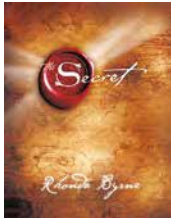
Four-time cancer survivor and mother of two, Fadia Al-Taweel has fought against all odds to achieve her dreams. Known for her fighting spirit and loved for her indomitable courage and positive attitude to face every adversity that has come her way, she is a woman who has gone above and beyond the call of duty to fulfill her dreams and spread joy to those around her. As a TV presenter and the founder of The FA Agency (@thefaagency), she is a veteran in the media industry with several years of experience in media, marketing, and events who has always been in the spotlight as a TV presenter for the most part of her career. However, when cancer came as an unexpected guest, it was a shock that she refused to take lightly. "In 2003 I was diagnosed with breast cancer, and I fought against it, and later in 2006 I was diagnosed with lung cancer which spread to

every part of my body except my brain, kidneys, and cervix," she shares. A fighter to the core, Fadia refused to lose hope even when she had to wear fake eyelashes and suffer severe hair loss because she wanted to be strong for her children. "I didn't know that my battle with cancer would give me so much more strength to make me the woman I am today," she tells us as she explains how she only thought about her family and kept her faith strong during the ordeal.

Today, as the Goodwill Ambassador for Women and Children, Fadia advocates for the early detection of breast cancer in poor Arab and African countries. Selected by the Arab Women's Authority in cooperation with the WHO, Fadia has worked tirelessly at early detection centers in many countries across Asia and Africa. She is on a mission to build five centers for cancer healing and help people live a better life. "I would tell all cancer patients to show strength and determination and have patience when faced with such a situation. Disease should make you very optimistic about defeating it and very clingy about living life despite every problem," she says. Living by the mottoes of 'kill it before it kills you' and 'enjoy the second before the minute', Fadia is a true optimist who believes in faith, friends, family and never giving up.

FUN-FACTS ABOUT
FADIA AL-TAWHEEL

- The top artists on my Spotify list are Warda Al-Jazaira and Samira Tewfik
- A fitness secret that I enjoy is Sport swimming
- If I could have one superpower it would be the ability to ease the pain of the suffering
- My employees and co-workers know me best for being strong, lively and free-spirited
- My hidden talent is singing and drawing
- The most unforgettable surprise I ever received was when Lojain Omran visited me during my cancer surgery and stayed beside me.
- A book that impacted me the most is "The Secret" by Rhonda Byrne



"I AM A STRONG Woman WHO IS CAPABLE OF FACING ANY *fear*. I CAN NEVER IMAGINE MYSELF WEAK OR BROKEN AND I ALWAYS *strive to win*."





"MY *battle* WITH CANCER TAUGHT ME THAT NOTHING LASTS FOREVER, EVERYTHING CAN CHANGE IN THE BLINK OF AN EYE. IT MADE *me realize* THE IMPORTANCE OF LOVED ONES AND ENABLED ME TO *live my life* TO THE FULLEST"



Yasmine GHAITH
CEO & CREATIVE DIRECTOR YG PIECES
@yasmineghaith

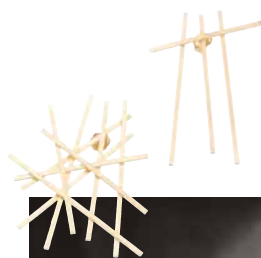
Actress, mother, motivational speaker, jewelry designer, and a force to reckon with; Yasmine Ghaith is a true warrior who endured five long years battling breast cancer without giving up hope or faith. "My battle with cancer started back in September 2016 and it was a turning point in my life. I went straight into surgery and a month later I started my treatment," she tells us. Loved for her relentless spirit, Yasmine's strength was captured on camera when she made her first acting debut as a breast cancer patient in the 2017 Television series, Halawet El Donya while she was still shooting for the series. Unwilling to let go of her dreams, she embarked on a self-healing journey by turning to a mental health therapist and a life coach. Soon after she regained her sense of self, Yasmine devoted time to her family and chased the silver lining of her battle by

launching her eponymous jewelry line (@ygpieces) in 2019 featuring 18k hand-crafted gold with designs under the slogan of 'Jewelry with a story; A survivor's story.' When asked how she overcame her arduous years of struggle, Yasmine is quick to clarify a common misconception about the disease: "You never overcome it (cancer), you just learn how to make peace and live with it." Recalling her lowest low, she shares the excruciating times when she endured chemotherapy sessions. "That was the worst of all, it felt like dying bit by bit. Everything else was bearable for me." If there's one piece of advice she has to share with anyone undergoing any challenging situation, she says it would be to have faith and hope, without neglecting the importance of positive affirmations to get through every single day.

As a woman who always believed in hard work, dedication, and sacrifice, Yasmine credits her success to her father who was a successful businessman and from whom she learned the values of hard work and discipline. "I've always wanted to have my own business ever since I was a little child and today, I have two companies – one for jewelry and another for multi-tasking products and gadgets," she shares. Her first jewelry collection which launched at the El Gouna Film Festival in Egypt was inspired by her scars and was created as an ode to all women who wear their scars proudly. Loved by celebrities such as Saba Mubarak, Sarah Abd El Rahman, and Ola Roshdy to name only a few, Yasmine is a true example of grit and grace under fire, refusing to give up on life and her smile and shining personality testifies to her success in front of the big screen, and off it.

FUN-FACTS ABOUT
YASMINE GHAITH:

- Artists on my Spotify list include James Blunt, Coldplay, Pink Floyd and The Beatles
- My exercise routine at home consists of a set of good quality elastic bands, a couple of dumbbells, and a mat.
- My style staples for every season are blazers, boots, a nice bag, and jewelry.
- A book that changed me forever was "You Can Heal Your Life" by Louise Hay.
- The one beauty product I can't live without is mascara. It transforms any look.



20 YEARS IN KABUL

The **LOST HORIZONS**

**THEY ARE CALLED
MALALAI, ZIBA, OR
MARYAM. THEY GREW UP
WITH THE RIGHT TO STUDY,
WEAR MAKE UP AND PLAY
SPORTS. THE TALIBAN ARE
SEEKING TO DEPRIVE THEM
OF EVERYTHING. EXCEPT
THEIR WILL TO RESIST**

WORDS BY AVA DJAMSHIDI,
SPECIAL PHOTOGRAPHY BY PHILIPPE DE POULPIQUET

A free dive into a land of men. You have to drive for hours from Peshawar, in northern Pakistan, to reach the Afghanistan which has been deprived of international flights since the Taliban conquered the country, in the wake of the departure of the Americans, after twenty years of military presence. Drive through the Pashtun tribal areas, where women are just shadows hidden under burqas. Take the winding roads of the mythical Khyber Pass, a mountain pass between Pakistan and Afghanistan, also an opium traffic highway, where an endless line of multicolored trucks wait in the dust. Hold your breath at the Torkham border post, in the hands of the "talebs" - the "students", in Pashto - these armed fundamentalists who now reign over Afghanistan. Some ten hours on the road without seeing a female face, from

*Malalai, Young Afghan,
in Kabul, September 3*

the conservative Jalalabad, epicenter of the Nangarhar region, to the gates of Kabul, the capital. Nothing but infrequent blue silhouettes, a respectable distance behind their "mahram", that is to say their guardian, whether father, son ... Miles of journey slowed down by the Taliban checkpoints, posted at the entrance and exit of each town. Watchful, American machine guns slung over their shoulders, they inspect the interior of the cars that wander along this rugged axis, the only passageway to the capital. Passengers hurriedly put out their cigarettes when they see them, and make sure that their cellphones are ringing unobtrusively. Behind the windows parade the peaks of the Hindu Kush, green valleys, shepherds, their flocks of black sheep. The mud houses seem stunned under a blazing sun. A silent journey, or almost. From time to time, pick-ups equipped with loudspeakers appear on the roadway, and broadcast "taranas", the Taliban religious chants, the only music authorized to exalt the new masters of the place.

In Kabul, finally, the glances of women appear. Worried, almost elusive under the fabrics that eat their face and devour their hair. They run at a rapid pace in these crowded streets, watched by those that the American forces have tried to dismantle for twenty years, without success. Afghanistan is no longer at war: yesterday's enemies have won, they have become the country's rulers. And some of their customs precede them. Thus, since the change of regime, men have grown beards and started to wear "qa mis", the traditional outfit, a sort of long tunic with loose pants. Between the genders, the inequality is nested even in the choice of fabrics. For the Afghan men, cotton canvas, light as a breeze. For the Afghan women, a dark and sticky polyester, the only material from which their uniforms are made. This Thursday, September 2, for her first outing out of her house, Malalai has chosen the suitable outfit to keep a low profile. She slips behind the curtains of a beauty salon on Sulh Road, the capital's main thoroughfare. Inside, there are only women. Quickly, she gets rid of the veil and the dress that hinders her movements, swaps her sneakers for heeled sandals. "I'm not used to it, this is the first time I'm wearing this," explains the 23-year-old nurse. Her little sister, Mashal, a journalism student, hugs her, reassured to see her.

This upheaval at the head of the country is gnawing at them. How far will these madmen alter their destinies? What will be the place of women in Taliban society? So many questions, and a host of dark omens. They know what they were before and fear what they will be from now on. The vacillation is painful for those who grew up after the departure of these fundamentalists, ousted from power in 2001. Anxiety overwhelms them, they want to speak out. "We have to be the voice of our country. We have no choice," says Malalai. In Afghanistan, the illiteracy rate of the population stands at 57%, and combatants in question are not known to have attended schools and universities. "We feel

**"WE
MUST BE
THE VOICE
OF OUR
COUNTRY"**

MALALAI, 23 YEARS OLD



Malalai (Left) with a friend and her sister Mashal (Right), in a beauty salon in Kabul, September 3.



Top: Ziba, 29 years old, who was an advisor in the office of the former vice-president, gets her make-up done. Right: Malalai



September 3, in a discreet Kabul beauty salon.

worse than betrayed. We have been opened a window of freedom and seen it closed again," the two sisters echo. They come from Nouristan, "the land of light", a mountainous region in the northeast. Their mother, a young widow, was forced to marry her late husband's brother. The girls' uncle then became their adoptive father, the family continued to grow: four sisters and three brothers. "My uncle wanted us to be educated and independent. In Nuristan, studying is considered blasphemy for girls, so he brought us to Kabul," says Malalai. As a teenager, she developed a passion for sports, eventually joining the national football team. Two of her sisters chose the music school. Gulalai learns the sitar, a plucked string instrument; Sunbol, the violin. Mashal dreams of becoming a journalist. When the Taliban began conquering territories, their former neighbors in Nouristan, where their uncle Jandad still resides, denounced the daily lives of young women in Kabul. "They captured him and asked him to bring us back to our village," exclaims Malalai. Alerted, the two sisters decide to change apartment and continue to live as they see fit. The Americans still hold the capital, their way of life is still considered compliant. In recent years, however, the pressure against them has increased. Malalai had to give up her position as central defender in the women's football team in 2018. She then started cycling, continuing to afford herself a modicum of freedom essential to her balance as a sportswoman, without yet

believing in the scenario of a return to power of these hated Taliban "Our life changed on August 15," she says simply. The men they abhor entered Kabul as those who have encouraged their free way of life left the country. The start of an endless night. Malalai decides to break her bicycle and abandon it in the street, for fear of reprisals. In the courtyard of their house, the two musician sisters break their sitar and their violin. They burn them, along with all their sheet music. "All our hopes are gone," sighs the young woman. Tears mist her eyes as she scrolls through images of bike rides and the remnants of what was her life on her phone. There are also videos of her younger daughters laughing, dancing and singing. "Look how beautiful and happy they are," she says, crying. Why did she decide to take such drastic measures when no instructions have yet been officially communicated by the new leaders of the country? "We do not believe in the fable according to which they are moderate," asserts Mashal. A Taliban is a Taliban. In their ideal world, women do not exist, or as little as possible. And we know the rules they applied. That's why the foreigners went to war with them, isn't it?


If they try to present a more moderate image, the Taliban have not succeeded in making us forget their reputation, inherited from the rules enacted when they were in power, between 1996 and 2001. Now, their diktats are mostly implicit. They take great pains to project a moderate front. A sneaky amenity with insidious effects: women

anticipate their commands, convinced that, despite their promises, the Taliban have not changed in twenty years. Proof that underneath it all: their new government which is supposed to be "inclusive", has no women. So the young people of this generation still prefer to minimize the risks of friction with the former insurgents armed with their heavy weapons. Even their mere presence in this small beauty salon is in itself an act of resistance. The storefronts of these stores usually brimming with brides on a Friday, the wedding day, have been painted over as a precaution. A hairdresser loosens the brown hair of Ziba, 29, a former cabinet adviser to the former Afghan vice-president. Her gaze is brimming with anger. Her voice, her hands, her whole body are shaking: "The Americans didn't just betray us, they stabbed us in the back." She apologizes for the 'rage' she says she feels, resumes her story, in perfect English with an American accent learned from being with Americans all her life, watching their television shows and their movies. "When they intervened, in 2001, and they brought all their modernity, it was a shock for our us. The women lived in the traditional way. Today, it is a shock in the opposite direction", she says. Ziba takes a breath, delves into her memories, rolls up the sleeves of

"I DON'T KNOW IF I CAN CONTINUE TO WORK"

FARZANEH, MIDWIFE

her Reebok sweatshirt. "At the time, Mrs. Bush gave interviews to the press to explain that her husband had started a war in order to give rights to women. The Americans have been repeating this for twenty years. Now President Joe Biden explains that he is not here to build a nation! It just doesn't make sense! The fate of the Afghan women was only a pretext. Her eyes are streaming. "We were living our best life, we had never been so free. The United States raised incredible hopes, and there it is. My heart is broken. What are we going to become now?" Despair grips her. Ziba tried to leave the country, without success; the deadly attack that struck Kabul airport on 26 August (at least 180 dead), dissuaded her. To cope, many young Afghan women buy antidepressants and anxiolytics. These days, propranolol tablets are snapped up in drugstores. "I no longer have a job, I live as a recluse at home," Ziba laments. On September 1st, Sher Mohammad Abbas Stanekzai, Taliban negotiator in Doha, announced that women will no longer be able to occupy high positions, such as in government. "I have no future, I feel like I'm buried alive. Was it really necessary to come and give us a taste for democracy, for freedom, without being able to guarantee them?" she asks. The silence is heavy. Is



**"THE TALIBAN
MUST COME
TO TERMS
WITH US.
WOMEN
TODAY ARE
NOT MADE
TO LIVE IN
THE SOCIETY
THEY WANT"**

MARZIEH

*Marzieh Hamidi, in
a taxi, September 3*



Mashal

there another solution other than exile? Her parents and she did try to send emails - "hundreds of emails," she insists - all these foreigners for whom they worked. And? "Nothing, we got no response, nothing ...". Mashal pats her back, hands her a bowl of "Kadu" (zucchini) stew and naan. "I love my country. I am happy here. But the situation is impossible. We're not going to have any other choice but to leave," explains Ziba, adjusting her black lace crop top. "I'm a professional makeup artist," interrupts 25-year-old Maryam. "Even if I wanted to live with the Taliban, it would be impossible. They hate women, they hate that they can be showcased. What place could I have in their world?" Because she let a British television station film — for less than a minute - the interior of her beauty salon, it was closed. "The Taliban came the day after it was broadcast. I had to leave everything," she sighs. The beautician continues to work in this small space that has become almost clandestine, making up and styling the rare passing clients. Eyeliner as a mark of challenge. Eyeshadow as a sign of disobedience. A little softness, for lack of lightness, between women, sheltered from these threatening men who have pulverized their destinies. Before sunset, all leave the place, carefully, covered up, with pills in their bags to help chase away the anguish that comes to them every evening.

In the middle of this very night, this Friday, September 3rd, detonations shake the sky over the capital. Large caliber tracer bullets, machine-gun bursts, cannon shots shake the silence. Why are the Taliban shooting in the air? Hard to say. Do they celebrate the arrival in Kabul of one of the six founders of the Taliban, Mullah Baradar? The imminence of the conquest of Panshir, an emblematic valley which still resists them? On Twitter, Zabihullah Mujahid, their spokesperson, urges them to stop this frightening concert of cannons: "Notable Mujahedin in Kabul and throughout the country: avoid shooting in the air and thank God instead. The weapons and ammunition are in your hands, nobody has the right to this waste. Stray bullets can injure civilians, so don't shoot unnecessarily." A hopeless plea. The shooting continues for an hour before the macabre countdown. At least 17 people killed during the deadly festivities and 41 others injured. The next morning, Reza, 38, a patient, looking dejected, on the ground floor of a hospital in Kabul. His 3-year-old boy is clinging to him in shock. "He spent the night crying, lying on top of his 1 month old sister, to protect her. Do you think this is normal?" he asks. A nurse gives him a compassionate look. What help can be offered to this terrified little being? A comforting hand, a forced smile, a fruit juice. The caregivers are scared, too. On the same floor, Farzaneh takes off her plastic shoes before entering the hospital director's office. "I like to help people, to give joy", says the midwife, in her thirties. Tears run down her face, tired from anguish. "I don't know if I will be able to continue to work and help others," she fears. "I can only hope that the new government will respect women and our work." Some of her colleagues stayed at home, frightened. The others await official instructions, while remaining vigilant.

"WE DON'T BELIEVE IN THE FABLE ACCORDING TO WHICH TALIBANS WOULD BE MODERATE"

MASHAL

Since August 15, they have removed the polish that colored their nails, stopped putting on make-up, replaced their light veils with opaque fabrics. Even their cell phones bear traces of the Taliban's invasion into their lives. The songs which served as ring tones have been replaced by loud timbres. They bustle about in dilapidated treatment rooms, startle at the slightest thud. The sleepless nights are hinted at by the bags under their eyes. A terrified and silent wait before knowing how much their daily life will change. These young women raised in an Afghanistan where they were encouraged to establish their independence, their rights, fear that their freedoms will be violated, their lives put under house arrest. Marzieh Hamidi chooses to fight. At 19, this national taekwondo champion received her last medal - "gold", she proudly emphasizes - six months ago. The young woman, paid 1,000 afghanis per month as a high level athlete (the equivalent of \$10 US), was forced to stop training four months ago when the security conditions deteriorated near her gymnasium in the district of Chaman Huzury, in the heart of Kabul: "I started receiving threats from people simply walking to the gym. The mentality of the majority of Afghans corresponds to that of the Taliban, who think that we should stay locked up. "On social

media, under the photos of sportswoman in training, in T-shirts and leggings, the comments are many: "You are a shame", "This is not a way for women to act" "Now that the Taliban are here, everything will be fine." An inconceivable fate for this determined athlete. "I love my sport. I want to be a champion," says Marzieh. A goal is now uncertain. She refuses to give in, however. "The Taliban must come to terms with us. Women today are not made to live in the society they want," she says. So she tries to make her voice heard. On social media, where her status as an athlete earns her a little notoriety. In the streets of Kabul, where she takes the risk of demonstrating, despite the prohibition by the Taliban and the astonishment of men in front of so much audacity. Dozens of Afghan rebels challenge these

aggressive fighters and proclaim their desire for freedom. Often tense face-to-face encounters, dispersed by warning shots and batons. Could it be otherwise? On the one hand, courageous women ready to do anything to defend hard-won rights; on the other, fundamentalists for whom these scenes of women daring to give voice are as unreal as they are unbearable. Why take such a risk when these gatherings have been banned? "We must make our voices heard!". Marzieh takes a deep breath: "It is better to die for freedom than to die slowly, at home, doing nothing." She resumes, more optimistically: "It's good that the Americans are gone. It is not for them to run our country. Now the Taliban must take the developments of our society into account," she hopes. Will they do that? By waiting, perhaps, the champion continues to lead quietly, out of sight, in the small room of the family apartment. Every time her friends offer to confront the Taliban with their placards painted red and their megaphones, Marzieh leaves home. "Azadi ! " ("Freedom"), she exclaims. The fear in her belly, suffocating in this country of men. But determined to fight back, whatever the cost.

MEET *the* PUBLIC

It's been a year of LONGED-FOR SOCIAL REUNIONS AND CONNECTIONS, WITH MOST HAPPILY WILLING TO LEG IT TO THE OFFICE ON SEVERAL OCCASIONS A WEEK IF IT MEANS SOME DOSE OF HUMAN INTERACTION. BUT WITH THINGS SEEMINGLY NOW "OPEN FOR BUSINESS," HOW READY ARE WE (REALLY) FOR IT ALL? NAJLA MOUSSA FINDS OUT...

Covid-19 forcibly changed the way we live, work and feel. And with the pandemic still going, and going and going, who knows what our lives will look like when the virus is finally behind us? Perhaps we don't have the answer to that just yet, but as the rollout of vaccines becomes more widespread, we have found ourselves reevaluating – well, pretty much everything. Although our experience of life in the midst of it all was certainly individual, after a year of indoors, there have been some vital life lessons that we've all been handed. These certainties have already impacted a variety of industries as well as how, as a collective society, we will live in our communities.

ELLE Arabia spoke to Soniyaa Kiran Punjabi, Founder of Illuminations & a Holistic Healing Practitioner about life in a post-pandemic era. Here's what we know so far... "The pandemic has fueled a change revolution. As the world starts to dive back into a new normal, the world, post pandemic has definitely introduced a new playbook of living life," said Punjabi. According to her, as the tides start to turn, for better or for worse, we are beginning to witness forced change in all areas from consumer behavior, education and healthcare to leisure and remote work. "Companies will adopt a hybrid model. WFH on alternative days, for example. Educational systems will focus on empowering children

UNSPLASH ©FOREST SIMON

and young adults with important life skills such as mindfulness, emotional resilience and creative learning which are essential ingredients in times of crisis. There will be a new-found appreciation for the environment and sustainability through more conscious and mindful living – from what we eat to what we wear and how we consume. And one of the biggest trends we are witnessing during and post a COVID era is the rise of health and wellness, which is at the forefront of this change.”

Here are a few takeaways we’ve gleaned from almost two years into the pandemic.

SOCIALIZING

One of the biggest predictors of mental and physical health is the qualities of our relationships. Humans are social beings, and in the wake of being isolated, we mentally and emotionally struggled. But there’s a difference between being a social butterfly and

“POST THE PANDEMIC, *people are very aware* AND CONSCIOUS OF THE IMPORTANCE OF THEIR WELL-BEING IN ORDER TO HELP TO STAND RESILIENT IN THE FACE OF *uncertainty* AND ADVERSITY”

craving connection and intimacy with a few. While many of us want to go back to spending time with friends, sharing meals, bantering with colleagues and engaging in a variety of social activities, some of us may have only started to realize the value of slowing down and focusing on fostering stronger relationships with those we truly care about.

“As Joe Pinsker on behalf of the Atlantic says, ‘Some people will want to go out as often as they can. Others won’t be able to forget how nice it is to sit at home on the couch,’ says Punjabi. “I think it largely depends on whether you are an extrovert who has finally got back his/her freedom, or an introvert who is more internally focused and prefers a quiet night at home. How each of us react will largely depend on what we took away from

the pandemic experience and how it has impacted us.” Amany, 39, says that while she misses socializing, she realized during the pandemic that her social life was exhausting. “With restrictions lifting, I’ve consciously started to be more selective in terms of whom and how I spend my time socially.” On the other hand, Dina, 28, can’t wait to go dancing. “I miss dancing in a crowded club, talking and sharing a few laughs with friends.”

SELF-CARE:

At the start of the pandemic there was a noticeable surge in bread-making, virtual workouts and Zoom-enabled social gatherings. But over a year in, and the pandemic is still going strong. What started off as an opportunity to pick up a new hobby, restart an old routine, or gain healthier habits

morphed into figuring out strategies to cope with the stress and uncertainty of a global pandemic that seemed to have no end in sight. “In the beginning, I started doing all these live virtual workouts, and I felt like I was passing the time in lockdown doing something good for myself. But over time, with the pandemic still around, and hearing all these awful stories of people losing loved ones, it just made me think about how life is so short – and it made me take a good look at my life and reevaluate my priorities,” said Aya, 40, stay-at-home wife and mother of three. In times of fear and uncertainty, we tend to look at our lives in terms of life or death circumstances. In those first few weeks and then, months, many of us went through an internal reckoning and reconsidered the way we live and what we give importance to. Whether

by chance or purposely, we were able to identify what it is we need in order to feel grounded, fulfilled and at peace with ourselves. As a result, wellness has been at the forefront of this change in a post pandemic era. “With no clear end in sight, many people realized that whilst they have no control over what will happen around them, they still have the POWER to change what goes on within them,” Punjabi said. “Post the pandemic, people are very aware and conscious of the importance of their well-being in order to help to stand resilient in the face of uncertainty and adversity.” According to her, there has been a sharp upward trend seen in people investing in their mental, emotional, and physical wellbeing. “The rapid growth, popularity, and introduction of brands focusing on fitness, beauty & skincare, veganism, mental health, meditation, and yoga brands is a testament to this change in consumer behavior.”

WORK:

Pre-covid, many of us were stuck in jobs that paid the bills but left us feeling unmotivated, exhausted and drained. At the same time, the closure

of many offices ushered in a new era of remote working for millions of people. “The unpredictability of the pandemic has led many people towards an existential crisis questioning their purpose of life. Many people have either lost their jobs, or through the lockdown realized how short life really is and reflecting whether they really want to spend their precious time doing something they don’t enjoy,” says Punjabi. In a post-pandemic era, the way we choose our jobs – and how we do them – will significantly change. People will find it hard to settle for or stay in a job that is soul-sucking. According to a research study, 54 % of workers want to work from home after the outbreak ends, while 87 % say they find it either very or somewhat easy to do their job from home. “During the lockdown, many people enjoyed the freedom and flexibility they were able to create as a result of working from home. These group of people would probably find it challenging to resort back to the old structure of the daily time spent commuting and working in an office,” Punjabi says. Heba, a 25-year old marketing executive living in Dubai says the work culture has changed. “In the past, if your manager

the tasks you set out for the day or week in your own time. That can be done from home just as well as the office.”

TRAVEL:

With travel restrictions easing, there has been a resurgence in travel and in health and wellness tourism too. Routes are resuming and more people are getting on planes whether for leisure or work. While traveling doesn’t look the same as pre-pandemic, travelers are now willing to traverse the world even if it means doing it with face masks, social distancing and in some countries, a two-week quarantine. “There’s a need to break away from months of being stuck in confined space, and once again explore the world (which will see the travel industry boom again),” explains Punjabi. Since traveling will come with its own set of complications for the foreseeable future (vaccine cards, multiple PCR’s, and quarantine upon arrival in certain countries), those who do travel, will have higher expectations. The idea is, if I have to jump through hoops just to get there, it better be everything I dreamed of – that includes the type of amenities at the accommodations

“THE *unpredictability* OF THE PANDEMIC HAS LED MANY PEOPLE TOWARDS AN EXISTENTIAL CRISIS QUESTIONING THEIR *purpose* OF LIFE”

stayed in the office until 8pm, so did you. But these managers also weren’t coming in as early in the morning. Us mothers, would come into work after drop off – so around 8:30 am. Higher ups would come in around 10-10:30, and yet we still stayed behind so as not to look like we were flaking on work.” Heba says that since COVID, this ethos has started to change. “The workforce is shifting to a more task-oriented job. Instead of hours, it’s about completing

as well as experiences and services provided or offered. “In the past, I didn’t need to stay in a five-star hotel or travel business class in order to enjoy myself,” says Ingy, 44. “As a mother of two, we traveled with a budget and I’ve always been fine with that. But now, I’m not willing to stay somewhere or fly in a way that isn’t making me feel pampered or happy. It’s been too rough a year for us to do things in half measures.”

UNSPASH ©ALEXKNIGHT



YOU CAN'T BE WHAT YOU CAN'T SEE

ELLE MEETS APPLE'S SECRET WEAPON, THE FORMIDABLE
ENGINEER, MATHEMATICIAN AND ROLE MODEL *Lisa Jackson*.

Words by **LOTTE JEFFS**

If you think you're busy, you can't have met Lisa Jackson. She reports directly to the CEO of Apple Tim Cook in her role as Vice President, Environment, Policy and Social Initiatives. Since joining the company in 2013 she created three priority areas for its ongoing environmental work. Firstly, climate change, so transitioning to clean energy across facilities, and also using energy more efficiently. Next on her ever-growing to-do list is conserving resources. So that's working across recycling and the use of renewable materials and then there's the efforts to ensure that the materials in products are safe for those who are using them, and also those who make them and recycle them. Oh, and as you catch your breath processing all that, consider also that she leads Apple's education partnerships, and its product accessibility work (ensuring that anyone can use products out of the box, regardless of disability). She's in charge of philanthropic giving, the company's racial equity and justice initiative and finally, the small matter of government affairs. Phew! ELLE speaks to the formidable leader about encouraging more women to pursue careers in science and engineering, making her voice heard, the responsibility of being a role model, and how she relaxes (clue: she doesn't!)



UNPLASH ©FOREST SIMON

What were your passions as a young girl? I grew up in New Orleans really loving math and science. I was always quite good at school and sort of a little nerd and even at a very young age I was interested in the environment. We were all very conscious of the fact that the planet was at a tipping point then, which is somewhat ironic considering where we are today with young people. Living in New Orleans I was surrounded by music all the time, all kinds of music, and music became a great passion.

Is there something mathematical about jazz that appealed? Yes! And likewise my other life-long passion is cooking, which is also chemistry, right? There's a lot science in cooking. My mother and my grandmother were extraordinary cooks. I think I make a pretty good pot of gumbo.

Did you ever feel that your talents isolated you from other children? Middle School is when a lot of young girls start to think, maybe if I'm too good at math, the boys won't like me. There'll be social pressure to downplay those skills. I went to an all-girls high school. And as much as some young person might get mad at me today for saying this, I think that was really important, because I could be myself in that environment and not have to worry about the social pressures. As you start to be a woman and a black woman in science and math, you find yourself the only person like you in the classroom.

Who was your biggest inspiration? My pediatrician was a woman. And I think that model of the first doctor I ever knew, and the first course of science I ever interacted with, being female meant I grew up thinking doctors were women, as much as they were men. And that goes to this idea that it is so important to see role models at every step, because you can't conceive of it if you never, ever see it.

Do you think more should be done to encourage girls in particular to pursue education in the sciences? Absolutely. We have to invest in girls and for people of color because the sciences and engineering are critical to our future. I want to be clear. One of the reasons I love being at Apple is not just science and engineering, it's also the humanities. It's also art and music and the things that make us human. And that make us special. But at Tulane University, I was one of two women in my class. The same at Princeton, I was usually the only black person in my chemical engineering classes. It has gotten better for women, but still, you also have to look at who the professors are. Because sometimes professors carry all the old ways of thinking along with them. Perhaps they came up in a time when engineering



“WE HAVE TO INVEST
in girls and for
PEOPLE OF COLOR
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AND ENGINEERING
are critical to
OUR FUTURE”

was almost entirely men or almost entirely white. And so we have to continue to ensure that technology education is available to everyone. I am big on being exactly what Dr. Wexler, my pediatrician, was for me - a visible role model. We also have an obligation to demystify science and engineering – to say it's okay to be a scientist who likes fashion, who wears makeup, you don't have to fit in any kind of 'box'.

What made you confident that a career in environmental protection was the right one? I'm at Tulane, and I'm studying chemical engineering which is all about processes, you know, to make all these different chemicals. And here's always arrows in the process, this goes here, this goes there. And there's always arrows that go off the page. And those are actually waste arrows. It means you either send it up into the atmosphere or down into the water or off to a landfill. And I started to say, "Well, you know, as engineers, it's as much our responsibility to think about the material that goes off the page as the product that gets sold". And so, I really got into this idea, almost like a physician, of do no harm.

What were some of the biggest challenges that you've faced in your career? They weren't technical challenges, but they were community problems. In my role I've often had to work with communities so that they trust that I am there with their interest in mind, not someone else's, not even the government's. Then in a more personal sense, I worked for 20 years for the Environmental Protection Agency, first in DC, and then New York, and I got married and had children. I was working very close to the World Trade Center on September 11th. And [that terrifying experience] made me decide that I wanted to be closer to my kids. I had a female mentor at the time who said, "Why do women always decide to take a downgrade just because they want to prioritize their family. Do both. Prioritize your family, be close to your family, but you should get a promotion. You're really good at what you do". So I ended up eventually running the New Jersey version of the EPA.

Now that you've achieved so much, what it is that keeps you going? A sense of purpose, and a passion around what you do is really important. I feel a strong sense that the environmental protector hasn't left me. I work for a company and a CEO that have made it clear, they want to lead the way in terms of how a company can change the trajectory of the future around climate around resources and materials. And so that keeps me going, I think, a strong belief, almost an ethical one, that we have a responsibility to leave a sustainable planet for future generations.

E L L E

Rouge Hermès Edition
Limitée AH 21 Gamme



THIS SEASON, COLOR IS QUEEN! EYES, LIPS AND NAILS TAKE THEIR CUE FROM FEARLESS FASHION AND ACCESSORY TRENDS, AS THEY VIE FOR THEIR PLACE IN THE SPOTLIGHT. THIS MARRIAGE OF COLOR AND LUXE IS PERFECTLY ENVISIONED WITH THE AW 2021 ROUGE HERMÈS LIMITED EDITION. IN STUNNING, REFILLABLE CASES DESIGNED BY PIERRE HARDY, THE THREE SHADES ARE ROSE TAMISÉ, ORANGE BRÛLÉ, AND ROSE MAGENTA.

© STUDIO DES FLEURS

Magnolia
Eau de
Toilette,
Frederic
Malle

Lipstick Fever,
Juliette has a Gun

Sleeping on
the Roof,
Floraïku

Lost Cherry,
Tom Ford

Scarlet Poppy
Cologne Intense, Jo
Malone London

STATEMENT *Scents*

THIS FALL WE'RE FALLING FOR FRAGRANCES THAT MAKE A STATEMENT! PASSIONATE, FIERY, SEDUCTIVE AND DARING – EXACTLY WHAT THE NEW SEASON FULL OF POSSIBILITIES CALLS FOR



Very Good
Girl Eau
de Parfum,
Carolina
Herrera



L'Interdit,
Givenchy



Baccarat
Rouge 540,
Maison Francis
Kurkdjian



Loubikiss
Eau de
Parfum,
Christian
Louboutin



Chanel Rouge
Allure Velvet
Extreme

Rouge Hermes
matte lipstick in
Rose Magenta

Rouge Hermes
matte lipstick in
Rouge H

Sisley-Paris Le Phyto-
Rouge Lipstick in
Rouge Rio

Byredo Lipstick in
Red Armchair

Future Beauty TO THE BEET

BRING CLASSIC TRENDS INTO A NEW ERA WITH A LITTLE HELP FROM BEAUTY'S MOST IN-DEMAND NAMES

Has there ever been a better time for pure make-up liberation? Make-up artist, model scout and beauty renegade Bunny Hazel Clarke says a bit of badass beauty is long overdue. "I'm over seeing perfection – this idea that creativity isn't legitimate if you haven't followed instructions," she says. "Make-up should be fun, we don't all have to look pretty."

That's where blurry beetroot lips come in. "I was into the goth scene as a teen, where messy lipstick was a thing," says Clarke. "This look has that. The texture is demi-matte so it's got romanticism and delicacy but it's a statement. You can't be shy with it."

The best bit? "It makes everyone's lips look big." Start with the blur first. Line your lips with a scarlet liquid lipstick (it fades to raspberry) and blend edges with a plum-colored lipstick from the bullet. Leave other make-up understated for a finish that doesn't feel too polished.



Saint Laurent
The Slim Velvet
Radical lipstick
in Fuschia

Dior Forever
Liquid Lipstick
in 959

Kjaer Weis Matte
Naturally Liquid
Lipstick in KW Red

Words: George Driver. Photography:
Lara Angelil. Make-up: Bunny Hazel
Clarke using Chanel Eyes 2021 collection
and Chanel Sublimage Le Baume. Nails:
Michelle Class at LMC Worldwide. Model:
Emily Unkles at Established.



UP HIGH

GET BRIGHTER-LOOKING EYES IN AN INSTANT WITH BENEFIT'S DUAL-ENDED HIGHLIGHTING & LIFTING BROW PENCILS. MATTE ON END ONE, SHIMMER ON THE OTHER, AND LUMINOUS ALL AROUND!



YOUR
TOOL
KIT

Benefit Cosmetics, the #1 Brow Brand Worldwide, is giving our brows a boost with their dual-ended highlighting & lifting brow pencils. The smooth and blendable pencils feature a creamy, matte High Brow on one end and glowy, shimmer High Brow Glow on the other end. Highlighting brow bones for boosted, brighter-looking eyes, there's a shade to flatter every skin tone: Linen Pink (matte end) & Soft Gold (shimmer end) for light skin tones, Almond Cream (matte end) & Honey Glow (shimmer end) for medium skin tones, and Rich Caramel (matte end) & Warm Bronze (shimmer end) for deeper skin tones. Achieving luminous brows is super simple, just glide the matte end onto brow bones for a natural-looking boost or the shimmer end for a luminous pop and lifted look.

PRO TIP: For extra brow definition, apply the matte shade above the brow from arch to tail. Then apply the shimmer shade below the brow from start to end, and blend.



IMAGES: BENEFIT COSMETICS



BEST COLOR RANGE...
Lip Fetish Astral Lip Balm, Pat McGrath Labs

BEST HYBRID...
Ultralip in Portrait, Glossier

BEST FOR EXFOLIATION...
Lip Sugar Scrub in 001, Dior

BEST HYDRATION...
Lux Organic Lip Conditioner, Vapor Beauty

BEST MOISTURIZING...
Comfort Extreme Nutritive Lip Balm, Sisley

Pucker Up

SOFT LIPS ON THE AGENDA? WHETHER YOU OPT FOR GENTLE SCRUBS OR LUSH PLUMPING FORMULAS, LIP BALMS ARE DEFINITELY ENJOYING A LONG OVERDUE RENAISSANCE. SO PUT YOUR MONEY WHERE YOUR MOUTH IS WITH TEN OF THE BEST IN THE BUSINESS



BEST ON-THE-GO...
Protective Lip Balm SPF30, Aesop

BEST FOR PROTECTION...
Sheen Screen SPF50 Hydrating Lip Balm in Shimmer, Ultra Violette

BEST FOR RESTORING...
Lip Balm, Dr Sebagh

BEST LIP PLUMPING...
Silk Balm Hydra-Plumping Lip Balm, Huda Beauty

BEST VEGAN FORMULA...
Tinted Lip Balm in Rosa, Byredo

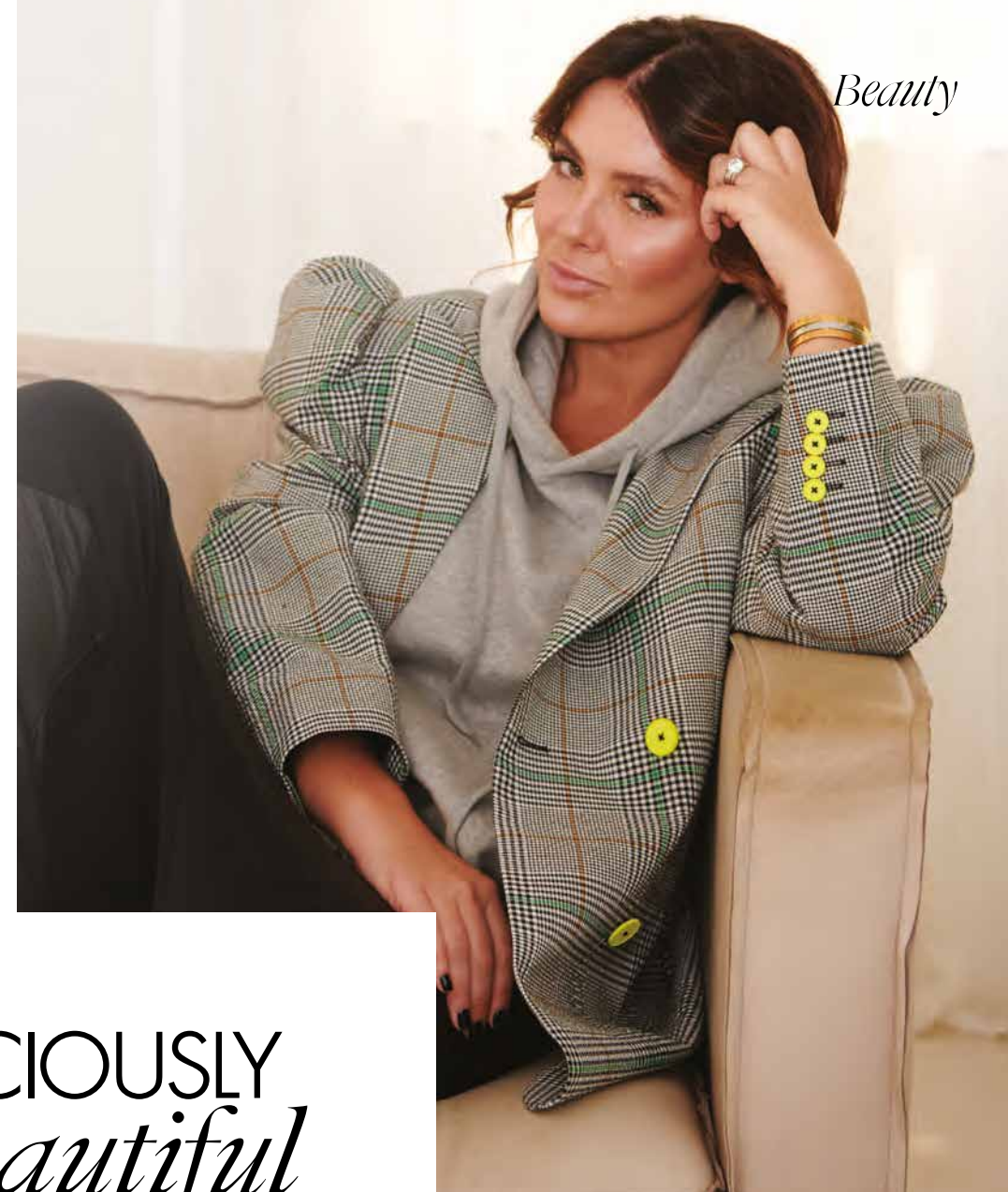
Amy Wilkinson-Lough is the founder of Project bYouty.com, a homegrown mindfully curated e-commerce platform

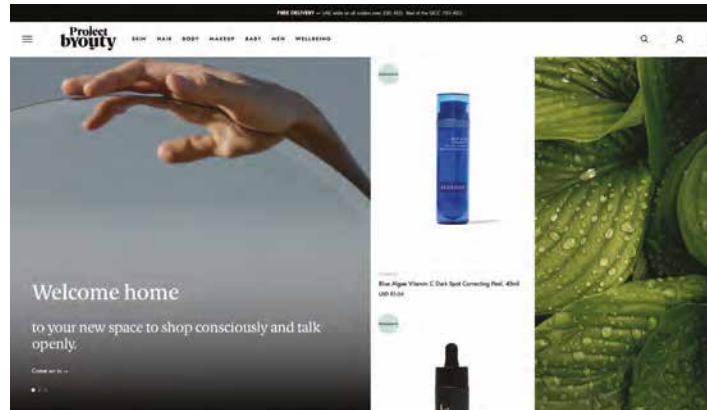
CONSCIOUSLY Beautiful

HOW A TWIST OF FATE – OR TWO – LED TO A REMARKABLE ADVENTURE INTO THE WORLD OF SELF-CARE

abroad and entered the entertainment industry where through hard work and a passion for music she eventually set up her own live music agency, Louder Entertainment, and worked with the biggest names in the industry. Then, 'life happened.' She saw the loss of her company and a cancer diagnosis in quick succession. And just like that, her world was turned upside down. Rather than fight her new reality, she delved deep into it; searching for the self-care products that she needed to overcome her twist of fate. And this is when she realized there was a significant lack of knowledge in and around the way ingredients have an effect on the body as well as a gap in the market for consciously curated purpose driven products. Project bYouty was born! The largest homegrown beauty e-commerce platform showcases more than 80 international brands many of which are exclusive and or Regional firsts, and is centered around 'the conscious consumer'. We got a chance to speak to Amy about the frustration that led her to take matters into her own hands, how she stresses the YOU in beauty, and the importance of exercise in her life...

Amy Wilkinson-Lough is a great example of no matter what plans you make, 'life happens'. Her trajectory was remarkable if straightforward; raised in the UAE, she returned after higher education





What does this E-commerce platform bring to the table that beauty lovers have never seen before? Honesty, and that may sound very strange but with so many false promises of results, over filtered images, grey market product, unauthorized resellers, disingenuous social media groups and outrageously hiked up prices the Middle Eastern consumer particularly in and around the beauty and wellbeing space has every right to feel confused, overwhelmed and dare I say really really frustrated. Project bYouty doesn't retail a brand or product that isn't directly sourced. We make no claims whatsoever without municipality certification and we unequivocally do not and will not ever sell a product that's priced differently to the rest of the world.

Tell us more about the curation of Halal brands The global halal market at the end of 2020 was estimated to be in excess of \$70 Billion, yet when Project bYouty was still very much in research phase it was the one area that people felt hadn't been really explored or furthered. As an essentially homegrown business not only did we want to explore it, we wanted to respect the values of so many consumers here. There are some incredible Halal brands on the market and indeed on Projectbyouty.com, people just don't realize they're halal; Dr Sarah Chapman, Eve Lom, Dermalogica, Ultra Sun, War Paint for Men to name but a few. We've worked hard to make sure that if that is a fundamental value for you as a consumer, you can get straight to it and essentially bypass what can often feel like noise.

What was the 'Aha' moment, when you decided to embark on this journey? Why did you feel the time was right – for you and for the market? Ha, I don't know that I

The easy-to-navigate website features a reviews section where customers can freely share honest and authentic feedback on the products, tutorials delivered by real regional experts and a digital magazine 'bYouty Files' that tackles important subjects on mental health, self-love, and celebrates the game-changers among us.

ever felt that it was the 'right' time per say, I just knew it needed to be done. Before being anything else I was a frustrated consumer, my pain points were the pain points of most other women in this part of the world and I was just 'over it', so decided to essentially fix it. I realized pretty quickly that the idea had legs when my dining table was no longer an option for the amount of deliveries arriving. What started with 6 brands became 36 two weeks later and it doesn't yet seem to have slowed down (for which I'm very grateful!). The speed at which brands came to the table, understood Project bYouty's point of difference and ultimately our objective to positively

disrupt what felt like a tired market definitely helped to make it all feel 'right' and sometimes the universe has a way of just making you jump, clinging for dear life to that 'now or never' mentality. Covid has certainly shifted the mindset of people, we're more aware now than ever of what we're consuming, how we're consuming it, ultimately the ethics of the businesses we're choosing to support – with that in mind, enter all things Project bYouty: a purpose driven, sustainably modeled, researched beauty and wellbeing platform!

Tell us about the incredible success of the platform in such a short time, and how you see the future of the brand? I'm exhausted! But, somehow Project bYouty grows more and more exciting by the day! The site goes live in Arabic this month which is a big moment for us. Additionally, we launched our auto subscription service so you never ever have to be without your favorite product again; it will automatically arrive at your door on a day or time you've agreed to. I see a huge focus for us as a business towards social commerce, it's been interesting to watch, analyze and in some ways pivot when it comes to the way consumers in the GCC actually shop – it hasn't always been as we'd first thought it might be and let's be honest that can

cause some panic when you're a startup. As a brand we have a long way to go to gain trust, that won't happen overnight. Sites pop up all over and disappear 6 months later so the hesitance is very real, and more importantly understandable. My hope is that as long as we continue to come from a place of authenticity and transparency Project bYouty will go from strength to strength, and in turn we'll see the grey market resellers disappear.

What, for you, is the importance of self care, what message do you want to impart? It's not important, it's critical – more now than ever. Everywhere we look there's pressure; pressure to look a certain way, pressure to live a certain lifestyle, eat in certain restaurants (but not gain any weight), have the career you dreamed of, the relationship you've always wanted, turn your side hustle into big business – the list is endless. Unfortunately, life doesn't deliver all of those. I lost my first business through no fault of my own and it floored me – I lost my purpose and without purpose it feels like you have nothing. I unequivocally do not start my day without some form of exercise; I'm addicted to Crank and I box. It's one hour without my phone, in a room full of the loudest music, I sweat buckets and by the time I'm showered sure I'm ready for a sleep but I also feel like I can take on the world. There's a reason we spelt bYOUTy differently and it's really just to drive home the message that self care starts with YOU never the color of your lipstick.

As a C survivor, how has starting and working on the platform helped you and others? Ah, I couldn't possibly call myself

a survivor, cancer survivors are heroic – they just don't necessarily wear the cape. Cancer was found during an IVF round, 3 days later it was being removed, an agonizing 10 days followed but all that matters in the end is that I had clear margins. My Dad, \ was diagnosed with cancer and I

watched him endure copious rounds of chemotherapy and radiation way before the tumor could even be removed; it's brutal and watching him fight relentlessly day in and day out is without doubt my why. I know how challenging it was for him during all that treatment to follow the guidelines many of which included an extensive list of products he was/ wasn't allowed to use purely because of the sensitivity of his skin and it just felt very unfair. We've made a huge effort to make sure that all products on the site can be filtered via chemotherapy, radiation or cancer – we want anyone battling cancer or indeed in remission to enjoy coming on to the site to shop, not to be worried about the amount of reading they need to do before they've even added a product to basket.

From mega concerts & events to wellness & self care, what have each taught you? They're not quite as different as you might think – whether you're at a concert or you're reveling in an online shopping spree you want an experience, ideally a memorable one. Same way no one wants overpriced concert tickets, or to wait

in line for bathrooms; no one wants overpriced products or excessively long delivery times. If I've learnt anything, it really is that we're all just humans and actually honesty, integrity and authenticity count for everything as far as consumers are concerned.

"NOW, MORE THAN EVER, I DON'T BELIEVE ANYONE PRESENTED WITH AN ALTERNATIVE WOULD DELIBERATELY SHOP A BRAND OR USE A PRODUCT THEY KNOW TESTS ON ANIMALS OR USES QUESTIONABLE INGREDIENTS, LET ALONE DOES DAMAGE ONE WAY OR ANOTHER TO THE ENVIRONMENT"



BECAUSE *the girls* need LOVE, TOO

MEET THE FINAL FRONTIER OF SKINCARE.

Raise your hand if you're obsessive about skincare, meticulously following a multi-step routine that entails cleansing, exfoliating, moisturizing, and more – but you've never once given a thought to the skin south of your neck. The chest is one of the first to show signs of aging and sun damage, but it's taken this long for breast and décolletage skincare to become a thing. And now it is. Today, this once-overlooked area boasts countless products that cater to everything from sweat overload and loss of elasticity to sore and cracked nipples. Here are our favorites.

THE HEALING BALM

Nipple & Areola Balm by Bawdy

Move over, lip balm – it's all about the 'nip' balm circa now. Bawdy is a brand known for its out-there products (butt sheet masks, anyone?), but this balm is a true savior for nursing moms and even athletes experiencing the likes of irritation, chafing, and dryness. Bonus: its formula is entirely clean, featuring ingredients like marula oil for moisture and chamomile to combat inflammation.



THE WRINKLE TREATMENT

Neck & Décolleté Wrap by Nurse Jamie

Skincare-expert-to-the-stars Nurse Jamie needs no introduction and, judging by how often this wrap sells out, it's a staple. Targeting the fine lines and wrinkles that sneakily take up residence in the décolletage, this ingenious silicone mask was inspired by the silicone scar treatments that have long been used in the medical field. It's also reusable for up to 20 treatments – win-win.



THE DETOXIFYING MASK

Pink Clay Breast Mask by Booby Tape

This little pink pot contains a powerful kaolin clay-based formula that does for your breasts and décolletage what a face clay mask would: detoxify the skin in order to reduce blemishes and remove impurities. For the uninitiated: Booby Tape first came on our radars with its beloved breast lift tape and now sells an entire range of skincare exclusively for this area.



THE SWEAT ABSORBER

Bust Dust by Megababe

Bust Dust has been dubbed a summertime must – which means you'll need one all year round if you live in the Middle East. Designed to keep your bra and top dry, this talc-free powder absorbs sweat in an instant, depositing product through a non-aerosol pump for mess-free application. We love how the addition of lavender makes for a light and soothing scent.



THE HYDRATING SCRUB

Those boobies tho. by Anese

Using a scrub on a particularly fragile part of the body may sound counterintuitive, but this one's surprisingly gentle. It's formulated with ivory palm seeds that have been ground to perfect spheres so that you get an effective scrub sans harsh exfoliation. Elsewhere are botanical extracts and an invigorating orange peel oil to fade any scars and stretch marks.



THE FIRMING LOTION

Phytobuste + Décolleté by Sisley

Meet the multitasker that does it all – it firms and sculpts while nourishing and soothing, courtesy of active substances and ingredients such as oat seed extract, vitamin E acetate, shea butter, and sunflower oil. As for its texture? A light, gel-like lotion (read: not sticky) that absorbs rapidly for an immediate effect.





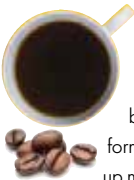
WORDS BY VIRGINIE DOLATA

IN CONVERSATION WITH...

KAIA GERBER

WALKING IN THE **GLAMOROUS FOOTSTEPS** OF HER ICONIC MOTHER, KAIA GERBER HAS GROWN UP WITH HER OWN STYLE AND A BRILLIANT BEAUTY ROUTINE. AT THE TOP OF HER WELLNESS LIST: LISTENING TO YOUR BODY, EATING HEALTHY, MEDITATING AND SLEEPING WELL. THE 19-YEAR-OLD MODEL-ACTRESS WILL ALSO SOON APPEAR IN “AMERICAN HORROR STORY”... **TO MAKE OTHERS LOSE SLEEP!**

I WAKE UP ... at 7am and the first thing I do is get cuddles from my dogs. I don’t need too much sleep but I’m definitely at my best after eight hours.



I START THE DAY... by brushing my teeth, and reading a little while I drink my coffee. I’m a book lover. I will usually do some form of physical activity, switching up my exercise routine. I do Pilates three times a week with Liana at Forma Pilates, and also love training with my girl Kirsty Godso. I hike and walk on the days in between. For me it’s really about listening to my body.

FOR BREAKFAST I ... always start the day with an iced coffee and usually have a smoothie or yogurt and granola. Then more coffee, my favorite drink. And I always take my vitamins and try to drink plenty of water.



IN MY FRIDGE AND KITCHEN CUPBOARDS ... I always have fruit and a dairy-free yogurt, lots of vegetables, ingredients for salad and oat milk for my coffee. I keep my cupboard packed with Purely Elizabeth granola and Paleo Puffs. I also try to have protein bars at hand on all times if I’m working or have a busy day.



MY BEAUTY SECRET ... is to use a jade roller that I keep in the fridge to help depuff my face.

MY SHOWER SAVIOR ... this year has been taking the time to use a scrub and not shampooing my hair every day.

I CARE FOR MY HAIR ... by doing hair masks, I love the Christophe Robin and the K18 one. I also use Olaplex on my ends to help the bits that got fried when I bleached it last year.

I STYLE MY HAIR ... by letting it dry naturally and

let it do its thing. I try not to put heat on it when I’m not working. In case of a bad hair day I’ll put it up in a messy clip or two braids.

THE PRODUCT I CAN’T LIVE WITHOUT ... is the YSL Beauty Touche Eclat. Most days that is the only makeup I put on my face.



THE BEST BEAUTY ADVICE I RECEIVED ... is from my Mom. She told me not to touch my eyebrows and to always wear sunscreen.

MY MAKE UP ROUTINE ... is very simple. I use the YSL Beauty All Hours foundation and Touche Eclat Illuminating Pen. Then I’ll brush my eyebrows.

IF I’M GOING OUT AT NIGHT... I usually just add on to the makeup that I wore that day. I like adding the YSL Mascara Volume Effet Faux Cils and Rouge Volupte Shine to my lips and cheeks.



THE CRAZIEST THING I’VE DONE IN THE NAME OF BEAUTY (or at least the most painful) ... is laser hair removal, which I think many women can attest to.



MY DIY BEAUTY RECIPE ... is making lemon water with honey that is really good for skin and digestion and also helps boost immunity.

I LOOK INTO THE MIRROR AND SEE ... wherever I’m at that day! I try not to look in the mirror too much...



MY MEAL AT LUNCH ... is a salad or a sandwich. I love getting my greens in. I tend to eat pretty healthy and follow the 80/80 rule. 80% good, 80% of the time. Although I do

have a weakness for chocolate and any kind of pasta.

MY FAVORITE GO-TO RECIPE ... is probably any kind of pasta, particularly penne alla vodka or some form of protein and vegetables. I am a massive food lover and I will try anything.



MY WAY OF UNWINDING ... is taking time off to reconnect with myself. Sometimes by reading, journaling, meditating, or walking my dogs.

MY MOST INDULGENT BEAUTY HABIT IS ... probably getting facials.

MY LASTEST BEAUTY CRUSH ... is the ZIIP. The make-up artist Pati Dubroff used it on me when we shot together and I was sold immediately.



MY BEAUTY OBSESSION ... is taking care of myself from the inside. Eating healthy, getting enough sleep, meditating, etc.

MY EVENING BEAUTY RITUAL ... is to wash my face no matter what. Then I do my skin routine and sometimes will do a mask while I read.

THE LAST THING I DO BEFORE TURNING OFF THE LIGHTS ... I say goodnight to my loved ones, including my dogs Milo and Layla, and I finish the page I’m on.

MY LAST MEAL ON EARTH ... a pizza. My family does pizza every Sunday night where we make our own pizzas, and it would definitely have to be that!



The flexitarian diet is (still) the way forward, here's why

Words by **SAMIA QAIYUM**

Remember the sense of relief mixed with dread that you felt back in December? The year 2020 was finally drawing to a close, a cloud of uncertainty hung in the air, and trend forecasters worldwide were busy making predictions for 2021. Suddenly, everyone was raving about the flexitarian diet. About time, too. Because think about it: our new normal forced us to take a more flexible approach towards how we work, play, and plan trips – so why should how we eat be any different?

For the uninitiated, the term 'flexitarian' is simply the words 'flexible' and 'vegetarian' put together. And unlike other diets, the likes of dairy and gluten aren't dubbed "unclean", thereby reducing the likelihood of an unhealthy obsession with healthy eating veering into orthorexia territory. To learn more about this plant-based way of life, we went straight to the source, someone who has long been ahead of the curve: Dawn Jackson Blatner, a registered dietitian nutritionist and author of 2009 book *The Flexitarian Diet*.

"I first saw 'flexitarian' in 2003, when the American Dialect Society selected it as the year's most useful word, and instantly got excited. I finally had a name for how I was eating. I was a vegetarian with flexibility – a flexitarian," Dawn recalls. "For years, I would scan titles waiting for someone to write a book about it. Then one day, I woke up in the middle of the night and realized I was that someone! I sent a cold email to a book agent about my idea and signed a contract immediately," she adds.

Emphasizing that the flexitarian diet is a lifestyle, not a rigid diet that lists all the foods you can and cannot eat, Dawn says it's the flexibility that makes it easy to follow IRL. "It's for anyone who wants to be more plant-based, but without the rules that come with being a vegetarian or vegan," she explains. "Eating more plants decreases the risk of diseases such as heart disease and diabetes while increasing our health span. The point of eating well is to improve your quality of life, so trying to follow a diet

that makes you miserable defeats the point! Flexitarianism contributes to well-being not only by the nutrients provided, but also because it bends and flexes to your lifestyle."

But why on earth has it taken us this long to apply what feels like common sense towards consuming food? One word: coronavirus. "The pandemic inspired people to eat for immunity and health more than ever before. Pre-pandemic diets were mostly just about losing weight," she reminds us. "Now, people are interested in plant-based nutrition to protect and strengthen cells. The flexibility of mostly eating plants without following rules has an element of compassion and self-love, something we've all been craving as a result of this traumatic pandemic. Being kind to our body by feeding it well and not being too strict is exactly what we need."

Fad diets such as Atkins and South Beach, however, aren't all bad. "They remind people to be more mindful about what they're putting in their body, which is an important lesson. But not all diets are fads. You can usually spot a fad because it has a long list of real, wholesome foods and food groups that are off limits. In fact, many fad diets exclude foods found in some of the world's healthiest countries – things like fruit and fish." Flexitarianism is not without misconceptions, which Dawn is quick to tackle. "It's a pro-plant, not anti-meat, way to eat," she says.

"Flexitarians don't eliminate meat, poultry, dairy, eggs, fish. We eat less of them and increase our intake of fruits, veggies, whole grains, nuts, seeds, and beans. This way of living is about making progress, not focusing on perfection. And it's not hard." Dawn recommends enjoying your favorites by way of simple swaps – from beef to lentils in tacos, from chicken to edamame in stir-fries. "And if you're transitioning from veganism or vegetarianism towards the flexitarian diet, you can include fish, yogurt, and eggs in your diet to provide protein and add satisfaction. Adding some animal foods can also make socializing and traveling easier and more fun. It's flexible, baby!"



@SEBASTIAN COMAN

SCHMETO

@SEBASTIAN COMAN

BARKHA
SHEWAKRAMANI



E L L E

FASHION

IN THE WORDS OF RAF SIMMONS, "WE ARE IN THE MOOD FOR FASHION. WE ARE IN THE MOOD FOR SHARING WITH OTHER PEOPLE." THAT MUCH IS CLEAR FROM THE DESIGNER'S COLLABORATION WITH MIUCCIA PRADA FOR THE PRADA FALL WINTER 2021-2022 COLLECTION THAT HERALDS THE FUTURE OF FASHION, WHERE PRACTICALITY AND COMFORT CO-EXIST WITH ELEGANCE AND GLAMOUR. THIS SEASON GET READY FOR STATEMENT STYLE THAT WORKS WITH YOUR LIFESTYLE!

PRADA FALL WINTER 2021-2022



TOWN AND COUNTRY

Fall into a season of fashion where rules are broken and life is celebrated every day, where earth-bound wool, cashmere and tweed are elevated with strass, chiffon and delicate lace. Chanel's Fall Winter RTW 21022 collection is a marvel of modern dichotomies!

Creative direction & styling by KATE HAZELL

Photography by TOM ONEILL

Jacket in black and ecru
fantasy wool tweed
embroidered with
sequins, embellished
with braid
Gilet in black and silver
cashmere embroidered
with sequins
Trousers in black, red
and silver iridescent
wool jacquard
Mini-bag necklace in
metal, resin and leather

CHANEL FW
RTW 2021/22



Left Page:
 Coat in yellow, red,
 blue, black and white
 fantasy tweed
 Black dress in silk
 chiffon
 Bandeau top in yellow,
 red, blue, black and
 white fantasy tweed
 Skirt in yellow, red,
 blue, black and white
 fantasy tweed
 Black strappy shoes in
 grosgrain embellished
 with a camellia

This Page:
 Jacket in white, grey
 and black fantasy
 tweed embellished with
 braid and jewelled
 buttons
 Skirt in white, grey and
 black fantasy tweed
 embellished with braid
 and jewelled buttons
 Bag in pink and black
 shearling and metal
 Black loafers in patent
 leather



This page:
 Dress in black and silver lace with flounces embellished with jewelled buttons
 Cuff bracelets in metal, strass, glass beads and resin

Opposite Page:
 Sleeveless cardigan in black and ecru cashmere embellished with jewelled buttons
 Sweater in black and ecru wool and cashmere
 Trousers in white cashmere and silk
 Earrings in metal, resin and strass

CHANEL FW
 RTW 2021/22



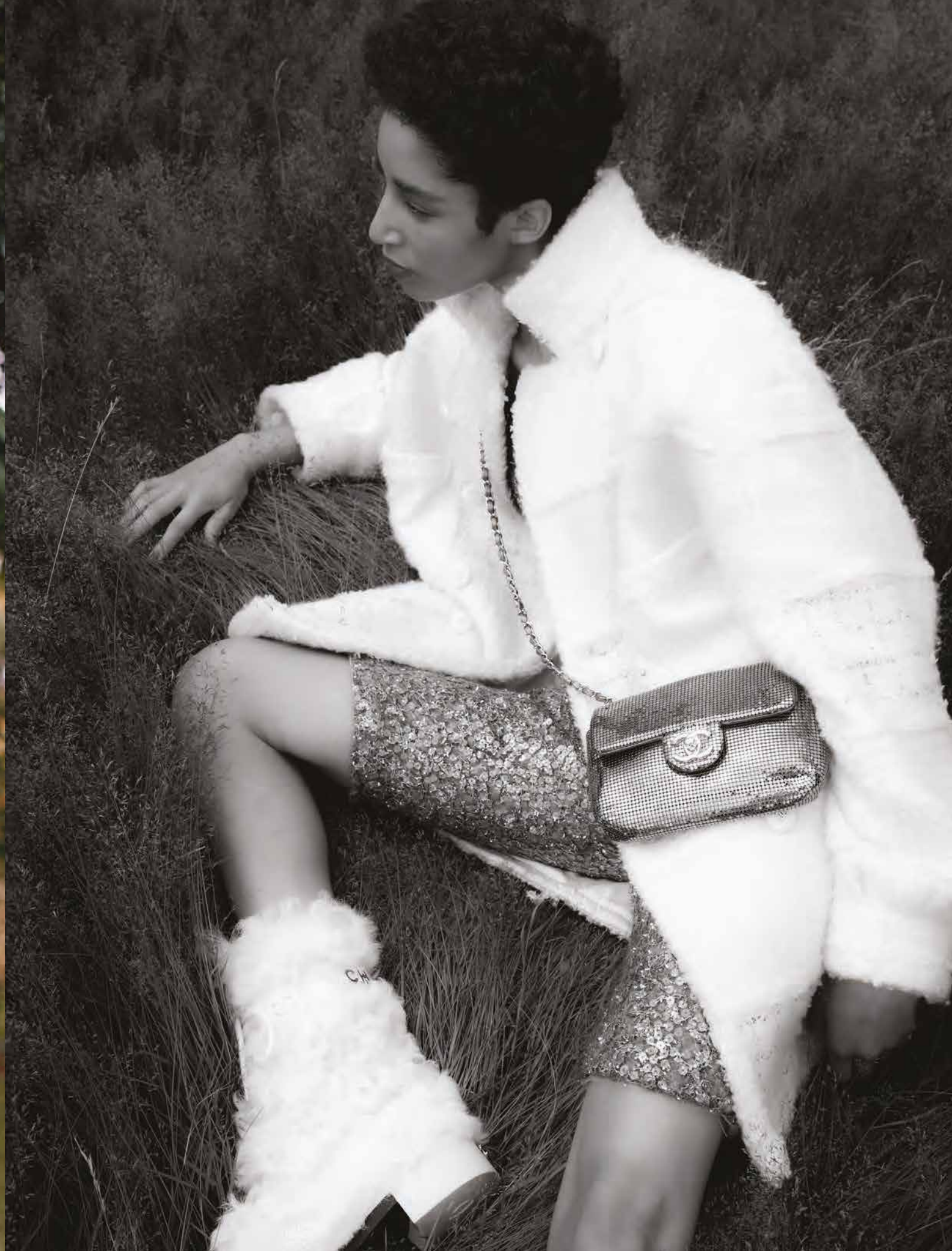


Opposite Page:
Ecru jacket in sequinned
cashmere tweed
Silver jumpsuit
in guipure lace
embellished
with sequins
Silver bag in metal
and leather
Boots in ivory white and
black shearling and
leather

This Page:
Dress in white and
black printed chiffon
embellished with a
flounced collar and
cuffs, embroidered
with braid
Earrings in metal,
resin and strass
Lace-up shoes in dark
grey and black nylon,
suede and patent
leather

CHANEL FW
RTW 2021/22 C

CREATIVE DIRECTION & STYLING: KATE HAZELL; PHOTOGRAPHY: TOM O'NEILL;
MAKE UP: VIOLET ZENG; HAIR: DAVIDE BARBIERI; MODEL: KIMBERLY GELBERT



A L L D R E S S E D U P

It's time to get ready in style again, and the latest collection by Tory Burch helps us put our best foot forward whether we're homebound or out & about!

Photography by FOUAD TADROS

Styled by JEFF AOUN

Greer Dress
Tory Burch





This page: Eleanor Small Bag
Jacquard Kendra Cardigan
Tory Burch

Left page: Eleanor Silk Twill Dress
Eleanor Loafer
Tory Burch

Crepe Caftan
Miller Shoulder Bag
Tory Burch





Left page: Silk Jersey Turtleneck
T Monogram Jacquard Barrel
Tory Burch

This page: Crepe Caftan
Tory Burch



PHOTOGRAPHER: FOUAD TADROS; STYLIST: JEFF AOUN; HAIR STYLIST AND MAKE-UP ARTIST: IVAN KUZ;
MODEL: FERNANDA CHAVES FROM SIGNATURE ELEMENT

Photography by DIMA HOHLOV
Styled by GEORGIA MEDLEY



SOMETHING OLD,



SOMETHING NEW

Welcome to Sixties and Seventies Style (that's the decades and the age bracket). Think of it as grandma's wardrobe, made modern

Left page:
Coat, sandals and bag
(left hand), Coach
Sweater and shirt, Paul Smith
Skirt, Toga Archives X H&M
Sunglasses, Linda Farrow
Bag (right hand and
shoulder), Marici London
Socks, Calzedonia

This page:
Jacket, Guess jeans
Hooded jacket and skirt,
Lavenham
Dress, Maison Margiela
Boots, Roker
Scarf and bag,
Aspinal of London



Left page:
Coat, Herno
Bra, Calvin Klein
Jumpsuit, Yoga
Archives X H&M
Scarf (on head), Philosophy
di Lorenzo Serafini
Glasses, Linda Farrow
Watch, Bvlgari
Scarf (around waist), Emma

This page:
Jacket, dress and
scarf, Max Mara
Sunglasses, Gigi Studios
Bag, Weekend Max Mara
Rings (right hand), Susan
Caplan vintage
Rings (left hand), Swarovski

Opposite page:
Coat, Gucci
Gilet, Lavenham
Boots, Vagabond
Hat, Lock & Co.
Scarf (around neck), Asos
Scarf (over arm), Emma
Brewin
Watch, Bvlgari
Bag, Tory Burch
Socks, Calzedonia

This page:
Coat, Brunello Cucinelli
Waistcoat and dress, Tory
Burch
Glasses, Gigi Studios
Watch, Cartier
Bags, Miu Miu





Left page:
Coat, Coach X Scott
Long Coat, Tory Burch
Trousers, Marc Cain
Boots and bag, Prada
Scarf, Aspinall of London
Sunglasses, Linda Farrow

This page:
Coat and bags, Loro Piana
Watch, Cartier
Ring, Susan Caplan Vintage

R O O M

TINKER WITH COOL CUTS AND A DASH OF COLOR
HERE AND THERE. THIS IS STYLE, THE F/W22 WAY

Photography by RAKUTO MAKINO

Styling by TOMISLAV BLAIC

DYSTOPIA

Left page: Dress, Anthony Vaccarello; Shoes, Salvatore Ferragamo
This page: Top, Saint Laurent; Earrings, Alessandra Rich



Right page: Jacket & Pants, Rotate Birger Christensen; Top, Rick Owens; Shoes, Prada
 This page: Top & Pants, Gucci; Shoes, Saint Laurent; Earrings, Xenia Bous

Right page: Dress, Preen by Thornton Bregazzi; Shoes, Acne Studios; Stockings, Wolford
This page: Dress, Alexandre Vauthier, Collar, Dries Van Noten; Shoes, Bottega Veneta



PHOTOGRAPHER: RAKUTO MAKINO @ STEREO FILMS; STYLIST: TOMISLAV BLAC @ NINA KLEIN; HAIR & MAKEUP: KRISTINA GRIFFATO @ NINA KLEIN;
MODEL: NYAWARGAK GATLUAK @ MIRRS MODELS; ASSISTANT: LARS WIETERS; LOCATION: HOTEL VILLAGE HAMBURG, GERMANY



Photography by DIRK MESSNER
Styled by NATHALIE VON GORDON

F R E E

Nature calls with a spectrum of earthy hues – from ecru to taupe to tan and brown – with comfortably chic separates and keeper coats

F A L L I N G

Dress, Fendi; Earrings, Marni





Dress, Lemaire



Coat, Closed; Swimsuit, Jil Sander; Wellies, Le Chameau

Knit, Marques Almeida; Skirt, Max Mara; Hat, Spatz Hütendesign Passau; Boots, Furla



PHOTOGRAPHER: DIRK MESSNER; MODEL: MARINA SAROVIC / C/O PAVENIA MANAGEMENT; CASTING: TAPECREATIVE.
COM: STYLIST: NAIHAIE VON GORDON; HAIR & MAKEUP: PARIS L'OUZ ANNA SANTALAB / C/O BIGODI



Dress, Victoria Beckham; Shoes, Cult Gaia

THE PARACHUTIST

LOOK UP TO THE SKIES FOR INSPIRATION AND DRIFT AWAY IN STYLE

Photography and art DIRECTION: STELLA MORAIS

Stylist by SOFIA LAZZARI

Jacket: Refina Pyo, Trousers: Ganni, Earrings: Misho



Dress: Emilia Wickstead; Necklace: Vintage Christian Dior



Dress: Simone Rocha



Coat: Preen by Thornton Bregazzi; Shoes: By Far; Earrings and necklace: Vintage Givenchy



PHOTOGRAPHY AND ART DIRECTION: STELLA MORAIS @STELLA MORAIS; STYLIST: SOFIA LAZZARI @SOFIALAZZARISTYLIST; MAKE UP ARTIST: MIRANDA BARON @MIRANDABARONMAKEUP; HAIR STYLIST: LINUS JOHANSSON @LINUSJOHANSSON; SET DESIGNER: KIARA GOURLAY @KIARAGOURLAY; PHOTOGRAPHY ASSISTANT: HOLLY MCCANDLESS-DESMOND @HOLLYFILM; STYLIST ASSISTANT: CRISTINA PASTOR @CRISTINAPASTOR AND EMMA SOPHIE MESQUITA @EMMAMESQUITA; TALENT: JULIANNA VEENIS @LINDEN STAUB

E L L E



CULTURE

OUR ROUNDUP OF THE BOOKS TO READ, MOVIES & SHOWS TO WATCH, PODCASTS & ALBUMS TO LISTEN TO, AND HAPPENINGS TO ATTEND + WE TAKE A CLOSER LOOK AT SOCIAL MEDIA ETIQUETTE

@KARSTEN WINEGEART



ART *in* MOTION

Tarek Benaoum ON THE
MAGIC OF CALLIGRAPHY,
ITS EVERLASTING &
UNIVERSAL APPEAL, AND
HIS COLLABORATION WITH
GUERLAIN FOR THE ABSOLUS
D'ORIENT COLLECTION

A Word with Tarek Benaoum

From Graffiti to Calligraphy, tell me about the relationship between the two? The main difference, for me, is that I believe that graffiti was born in the street and should remain in the street. We use different tools in each and there's a difference in the shading, but at the end of the end, both are modern contemporary forms of writing. Traditionally, there would also be the question of dimensions, whereby graffiti involves the entire body moving along expansive walls and calligraphy is on a smaller,

more controlled space. However, I have managed to combine both in my work, with my calligraphy letters on walls reaching up to 2 meters!

What does calligraphy represent for you? Calligraphy is misunderstood, and people still think of Chinese calligraphy. There is, in fact, an entire repertoire of calligraphy including Arabic and Latin. So I prefer the term Calligrapher Painter, especially as in my work I don't focus solely on letters, but on abstract art as well, using a variety of mediums, pigments, acrylics, and spray cans.

How have you evolved as an artist? Well, I think (laughs). I have matured a lot, have more confidence in my work and vision. My work is more personal, and now has a 'signature'.

Can you recognize other calligraphists' signatures? What is yours? Yes, definitely. El Cid's work, for example, is immediately recognized. What's mine? I can't say, that's for others (laughs). Perhaps the composition, the font; I have my own font that has been shaped by my journeys, my encounters,



my curiosity, other cultures. You can see fragments of Gothic and Latin calligraphy, Hieroglyphics and even African art. It all comes together to form my 'signature'.

Why do you think we are seeing a renaissance in appreciation for calligraphy and for graffiti as well? There will always be an appreciation for these art forms, as there will always be writing. We need it to express ourselves despite the advent of technology. Nothing is as powerful and meaningful; it's ancestral.

How did the collaboration with Guerlain come about? It's been a great collaboration! We first collaborated two years ago on the iconic bee bottle, and it went very well. I love working with the color blue, especially the deep rich blue of Guerlain, along with gold and silver, so for me it was great chance to work with the colors I appreciate. Blue is a divine color, and gold also figures in that path to the divine. I created something very simple but visually impactful. When they asked me to work with them this second time, I jumped at the chance.

From walls to bottles... You know, there's not as great a difference as one would imagine. I've always worked on walls as well as smaller formats, that's the magic of calligraphy – you can work it on a variety of surfaces, spaces and sizes.

What, for you, is the magic of calligraphy? The line. The moment. The beauty of being in the present. When you make that first stroke, that's the magical moment; you live inside that instant and you can't be more present then when the stroke is being made. The movement can't be false, it can't be hesitant or too controlled. It has to have the right energy, the right pressure on the brush, be just right... Magic!

JOURNEY OF AN ARTIST PARIS

- 1990S. A YOUNG TAREK DISCOVERS GRAFFITI IS IMMEDIATELY DRAWN TO THE MEDIUM'S POWER FOR FREE EXPRESSION.
- AFTER YEARS OF USING A SPRAY CAN AS HIS TOOL, HE DISCOVERS CALLIGRAPHY AND ENROLLS IN TOULOUSE'S SCRIPTORIUM FOR FOUR YEARS.
- ENROLLS IN A LATIN CALLIGRAPHY COURSE (CALLIGRAPHY, WRITING AND TYPOGRAPHY) AND IS TAUGHT BY THE TOP NAMES IN THE FIELD: KITTY SABATIER, VERONIQUE SABARD AND HASSAN MASSOUDY
- THE NEXT STEP: EXPERIMENTING WITH HIS TRADEMARK STYLE ON PUBLIC SPACES, CITY WALLS, HOTELS, RESTAURANTS AND NIGHTCLUBS. PARIS TO LOS ANGELES, TO SINGAPORE, AND BEYOND.
- FROM SMALL WORKS OF ART TO HUGE CITY MURALS, AS TAREK EXPANDS ON HIS STYLE AND GARNERS A NAME FOR HIMSELF, HIS ART TAKES HIM AROUND THE WORLD.



"THE *Absolu*
d'Orient COLLECTION
EMBODIES THE
PARISIAN PERFUME
HOUSE'S VISION
OF THE *treasures*
OF THE EAST"



Two years after being invited to reinvent the House's iconic bee bottle for the fifth anniversary of Santal Royal, visual artist Tarek Benaoum once again joins Guerlain for a new collaboration on the Absolu d'Orient collection. Considered Thierry Wasser's homage to the most beautiful oriental raw materials, the collection was the inspiration for Tarek's reinterpretation of Guerlain's emblematic double G that recalls the collection's three woody-scented icons - Santal Royal, Oud Essentiel and Patchouli Ardent. Thierry Wasser, Guerlain's Master Perfumer, and Tarek share a common vocabulary, each drawing inspiration in their own way from the richness of this thousand-year-old heritage.

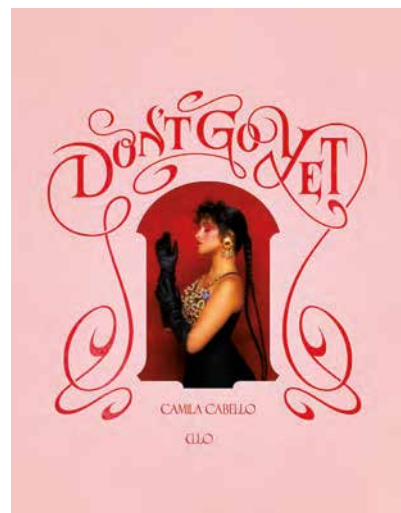




Play

DON'T GO YET BY CAMILA CABELLO

You know those songs where you imagine you're walking down the street, the music starts and everyone bursts into song and dance? That's the feeling this new number by Camila invokes. Already hailed as a Cuban musical milestone, the number is a lovely coastal anthem that encourages dancing with its catchy beat and fun, romantic lyrics. Definitely one to listen, sing and dream to.



WATCH See PLAY

CAN YOU FEEL THE MAGIC IN THE AIR? *It must be the new season kicking in.* AS WE SAY GOODBYE THE SUMMER "WINDS" AND WRAP UP FASHION WEEKS – WE ARE STARTING TO DREAM IN THE 50 SHADES OF FALL – WITH POPS OF COLOR, OF COURSE!



Listen

THE DIGITAL DUBAI PODCAST

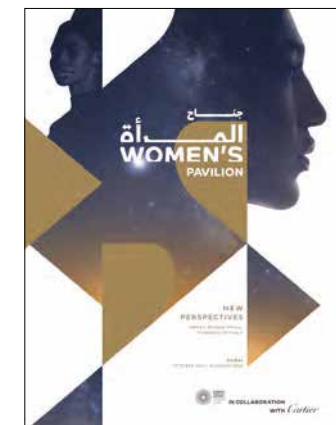
What would happen if you actually had access to global government and private sector thought leaders, and heard their stories in their voices? A lot, if you ask us. Perfect to drive to work with, this weekly podcast keeps the topics short and interesting, and whether it's discussing the future of logistics or how technology plays a role in you getting dinner tonight, they have everything covered

COMPILED BY SWATI JAIN; IMAGES: SUPPLIED

Watch

MAID ON NETFLIX

After winning big in the Emmy's this year, we know that Netflix's limited series are a class apart. This one is based on the real-life story of author Stephanie Land, and stars Margot Robbie and Margaret Qualley as a single mother who takes up a job in housekeeping to make ends meet.



See

NEW PERSPECTIVES EXHIBITION AT THE EXPO 2020 DUBAI WOMEN'S PAVILION

Launching in collaboration with Cartier, the pavilion has already become the talk of the town. Celebrating the many roles that women have played and to reaffirm Expo's commitment to gender equality and women's empowerment, the Women's Pavilion has a packed schedule! Make some time to check out the New Perspectives exhibition that aims break all stereotypes and deconstruct the misconceptions of women's roles.

Follow

INSPIRING WOMEN TO FOLLOW ON THE 'GRAM NOW...



MAHA ABDUL RASHEED
@MahaRasheed

Stuck in retro-vintage fashion – in the most romantic and wonderful way, Maha Abdul Rasheed is the Dubai-based Egyptian designer behind Bambah. She has literally revolutionized vintage fashion and created unique pieces brimming with color and character.



KHULOOD BIN THANI
@KhuloodThani

Emirati researcher, fashion designer and, most importantly, a cultural entrepreneur, Khulood Al Thani plays many roles. Her pieces from fashion brand Bint Thani are an inspiring realm of fashion, fantasy and surrealism.



MARIAM YEYA
@MrsKeepa

Dubai-based Egyptian designer Mariam Yeya behind Mrs Keepa just got back from Paris after presenting her new collection at the Paris Fashion Week – but, we have been her fan from way before. Quirky shapes and designs; no one is a better representation of her fashion pieces than her.

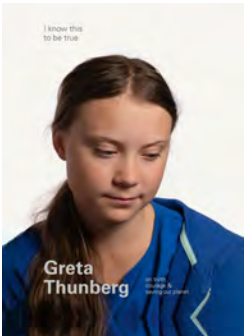


MOBILITY, SUSTAINABILITY AND OPPORTUNITY, AS DUBAI SETS THE STAGE FOR THE WORLD TO SEE AND EXPERIENCE, WE ARE HERE TO HELP YOU PREPARE, IN THE WAY WE KNOW BEST, BY ADDING A LITTLE FLAVOR OF THE EXPO TO YOUR HOME.



COMPILED BY SWATI JAIN

COLLAGE BY T PRASADAN



I KNOW TO BE TRUE: GRETA THUNBERG
Sustainability – and perhaps to an extent, saving the world, that’s what prominent teen climate change activist has become known for. Leading a truly sustainable life, her story is a testament to the power of young voices and how, when guided by truth and perseverance, anyone can create meaningful change.
I know to be true: Greta Thunberg, Amazon



PORTRAITS OF THE NEW ARCHITECTURE 2
Architectural design and function is set to define the cities of now – and this number by Assouline explores sketches and designs that emphasize on the wonder and power of contemporary architecture and innovation – giving a special perspective into each project’s genesis.
Portraits of the New Architecture 2, Assouline



VITAL VOICES: 100 WOMEN USING THEIR POWER TO EMPOWER
One of the already much-talked-about podiums is the Women’s Pavilion - in collaboration with Cartier - that is set to inspire new perspectives and unveil creative content and programming. An unprecedented book and companion art exhibition, this book celebrates 100 global women leaders redefining power, with excerpts of first-person narratives from Justice Ruth Bader Ginsberg, Malala Yousafzai, Hilary Clinton, and many more!
Vital Voices: 100 Women Using their Power to Empower by



FASHION MADE FAIR
Sustainable is the new black, and we are hoping that it stays that way. As the fashion industry has embarked on a more ethical and sustainable production, the book is a collection of eco-friendly designs and socially-conscious clothing, complete with inspiring interviews.
Fashion Made Fair by Ellen Köbrer & Magdalena Schaffrin, Amazon

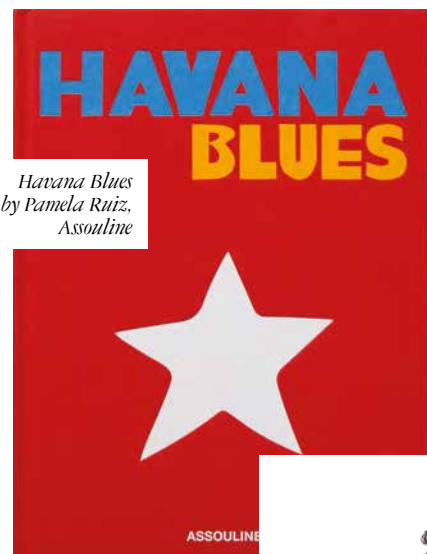
E L L E

As the weather cools, explore the wonders of our region! Lake in Ras Al Khaimah

LIFE

©AUGUSTINE WOMG

OUR HIT-LIST OF THE STATEMENT PIECES OF THE SEASON, AN INSIDER’S GUIDE TO CRANS MONTANA + A SPECIAL LOOK INSIDE THE BEAUTIFULLY ECLECTIC HOME OF JJ MARTINI!



Havana Blues
by Pamela Ruiz,
Assouline



Plates La Doublet
X Ladurée



LUSCIOUS *living*

REVEL IN LUXURIOUS TEXTURES, INTRICATE PRINTS, AND EXQUISITE DETAILING WHEN STAYING HOME OR STEPPING OUT! FORGET BRIGHT WHITE AND COOL NEUTRALS; GO FOR A SUMPTUOUS VIBE AND MAKE YOUR HOME AS FABULOUS AS YOU FEEL!



Plate Les Jardins
de la Comtesse



Tea Set Pols
Potten Grandpa



Bag Chloé Tote



Pumps
Christian
Louboutin



Placemat
Podervache



Cushion Etro



Candle Fornasetti



Sofa Orla Kiely



Earrings Dolce &
Gabbana



Mug Wedgewood



Dress
Zimmermann
Wrap



Paper Collection
Dream Alone print



DIOR

1,2,3, Fire Up...

It's that time of year when, even if the weather is still warm, we're 'allowed to Fall Up our interiors, and our favorite way is with candles! Whatever your style, there's a candlestick that'll suit your mood!



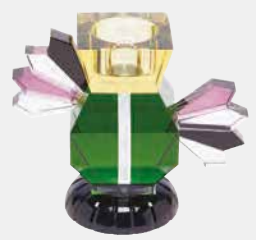
1st One, Orrefors



Pol's Potten



Les Ottomans



Tom Dixon

Reflections Copenhagen

Sleeping in Style... WITH DIOR CHEZ MOI

Oh how we love that nightwear and loungewear can be worn by day! Especially as the latest pieces in the Dior Chez Moi line designed by Maria Grazia Chiuri are graced with the toile de Jouy and Dior Oblique motifs. And how cute are the scarves!



POLITE WORLDWIDE



"JEWELRY IS LIKE A SCULPTURE TO ME. IT'S HISTORIC AND SENTIMENTAL, IT CAN CARRY YOU THROUGH TIME AND PLACES IN LIFE. JEWELRY CREATES CONVERSATIONS, IT GIVES PEOPLE A POINT TO CONNECT AND SHARE STORIES, IDEAS AND GET TO KNOW EACH OTHER" *Christian Azzinaro*, DESIGNER AND CO-FOUNDER

In Touch...WITH NATURE

Look good and feel great? LA-based brand Polite Worldwide says their latest line of fine jewelry "reflects the soul, elevates the mood and enhances healing for their wearers." We could do with a bit of mood elevating! The three lines of pearls jewelry, energy jewelry and vibrational jewelry are made with semi-precious and natural healing gemstones, 14KT yellow gold beads or fresh water colored pearls.



"WHEN I WAS A CHILD, GOING TO THE STATIONERY STORE AND FINDING PENCILS, PENS, NOTEBOOKS, GAMES, MEANT BRINGING A DREAM INTO MY DAILY ROUTINE. THEY WERE FINE, WELL-MADE OBJECTS THAT SPOKE OF CRAFTSMANSHIP AND THAT, THOUGH PART OF MY EVERYDAY LIFE, WERE ABLE TO GIVE OFF A MAGICAL, MYSTERIOUS AND WONDERFUL AURA"

Alessandro Michele



Living... LA VIDA GUCCI!

Creative Director Alessandro Michele celebrates the magic of everyday life with Gucci's Lifestyle Collection. Notebooks, paperweights, playing cards, fans, pencils and their cases, classic board games, and even sleepwear are all adorned with the House's logos and patterns.

Mandarin Oriental Bosphorus, Istanbul Hotel Exterior



Dreaming of... ESCAPING TO ISTANBUL

Positioned along the glimmering shoreline with stunning panoramic views across the Bosphorus on the European side of Istanbul, the newly-opened Mandarin Oriental Bosphorus, Istanbul is nestled in the Naile Sultan pine grove and the sophisticated Kurucesme district. Ideally located 15 minutes from the central business district and the city's central Taksim Square. The hotel is a short walk to the nightlife in Kurucesme, and to Bebek parks which have extensive pathways, ideal for walking or jogging. But we'll be staying mostly at the hotel which boasts the globally renowned Novikov restaurant directly on the shorefront, a vibrant Bosphorus Lounge with waterfront terrace and a 3500 sqm Spa featuring the Group's award-winning spa concepts!

"DUBAI WILL NEVER SETTLE FOR ANYTHING LESS THAN FIRST PLACE." - HH SHEIKH MOHAMMED BIN RASHID AL MAKTOUM, VICE PRESIDENT AND PRIME MINISTER OF THE UAE, AND RULER OF DUBAI"



© SHUGA PHOTOGRAPHY





From left. Vintage burgundy bag, yellow La DoubleJ patterned shopper, Sicilian embroidered loincloth, yellow Valextra strap, vintage butterfly straw basket, Fendi beaded clutch.

Closet CONFIDENTIAL

JJ MARTIN

THE AMERICAN JOURNALIST-TURNED "ITALIAN" DESIGNER WITH HER BRAND LA DOUBLEJ, HAS A HOME THAT'S AS COLORFUL, ECLECTIC AND FUN AS HER PERSONAL STYLE. WELCOME TO HER GLAMOROUS FASHION BAZAAR.

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ELLE INTERNATIONAL EDITOR VIRGINIE DOLATA



A detail of the second dressing room, with a bamboo table, feather slippers from La DoubleJ and the multicolored Colville bag given to her by her friend Molly Molloy, co-founder of the label.



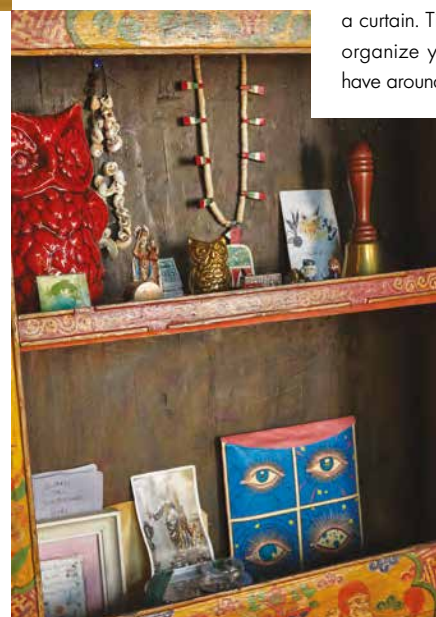
A portrait of J.J. Martin in one of her fancy 'Matisse' dresses by La DoubleJ, slippers with feather detail and her devoted dog Pepper. In the background, colorful wallpaper inspired by a vintage Japanese collage.

all-round brand. The house is hidden away in a beautiful 1910 building in the heart of Milan; an embodiment of her fantasy-spiritual world – almost an extension of the Milanese boutique (at 10 Via San'Andrea). "I've always been intrigued by the blasé allure of the 'signora' (sciura in Milanese), which combines domestic elegance and professional flair. I wanted to make it my own, toning down the rigor with a crazy creative storm, with the joy of my prints", she confides. Her walk-in wardrobes are the best reflection of this. "There are three in total. The dressing room, created as a double guest room, is the 'seasonal' one where I meticulously pile up the heaviest



A glimpse of the walk-in wardrobe dedicated to beeled shoes, reserved only for evenings and special occasions. "I love jeweled heels and sculpted platforms; in fact I was a Prada shoe addict from 2001 to 2015. I used to buy five pairs a season".

garments, such as La DoubleJ's new 'Tiger Tiles' patterned down jackets, N°21 overcoats, Prada coats, colorful faux furs and ubiquitous vintage designs. The second is the 'everyday' collection with pieces I wear regularly, while the last one is a small shrine of clothes from my early career, when I was still a journalist (she worked for The Wall Street Journal and Wallpaper, ed.) unearthing vintage heirlooms," she explains. "They're the precious ones: an Oscar de la Renta, a hand-embroidered dress from the 1960s, another one from William Vintage in London or kaftans from Guatemala". The main theme for the three cabinets of curiosities is the quasi-scientific Fibonacci sequence, exquisitely chromatic: "The blues must go together, as with the whites and the pinks. The prints have to speak to each other, not only when combined, but also while they are hung up in their alcove. When you look at them they have to follow an order otherwise you can get lost in the patterns. That's why I chose simple, exposed wardrobes from Ikea and close them with thick, bright curtains - one is our 'Botanical' print and the other is a velvet one I used for an event and recycled as a curtain. Tidiness brings peace, helping you organize your thoughts; the less clutter you have around you, the better it is for your mind,"



A detail of J.J. Martin's spiritual altar in her meditation room.



A portrait of J.J. Martin in a green patterned 'Night Garden' dress which seems to blend in with the armchairs in her living room, made from Prada fabric.

JJ MARTIN'S RÉSUMÉ

- FROM 1998 TO 2001 MARKETING DIRECTOR AT CALVIN KLEIN IN NEW YORK
- 2001 MOVED TO MILAN
- 2001 TO 2015 FASHION JOURNALIST FOR FASHION WORLD DAILY, HARPER'S BAZAAR US, WSJ MAGAZINE AND WALLPAPER
- SINCE 2015 LAUNCH OF THE E-SHOP LA DOUBLEJ



The kaleidoscopic wall of J.J. Martin's wardrobe, where multicolor prints, geometric patterns and floral motifs intertwine in a very rigorous chromatic harmony.

she assures. She is also helped by Gina, her guardian angel: a quiet handywoman who 'has an almost religious attention to detail when it comes to clothes and hosting guests, which is extremely Italian', she stresses. J.J.'s meticulous touch reaches throughout the house, even influencing the accessories. Shoes in particular are all lined up like schoolchildren in neat rows along the corridor. "I don't buy things any more: my spiritual practice is all about total awareness, which means conscious shopping. Before, I used to think that shopping was an expression of my creativity, but when you start to understand inner richness, and believe in what you have created, you don't need this compulsiveness anymore. Except for shoes. Every now and again I indulge myself. I'm a sucker for flat sandals, from the furry ones I found in my mother's wardrobe in Los Angeles, to those by Proenza Schouler or Loewe that I wear all the time, but above all the famous Fussbet by Marni and of course, the Vans Checkerboard. I am obsessed with them; I love playing with prints and checks - so much so that they're part of the shop uniform (along with jeans, a LaDoubleJ T-shirt and an apron). Heels, on the other hand, are saved for evenings out,



The jewelry reflects my maximalist vintage style, but with a meticulous order. They are a balance between fantasy, bright colors and rigor. Like Elsa Schiaparelli's band, Ugo Correani's earrings for Versace, the vintage pieces taken from Deanna Farneti Cera or the manchette clock given to me by Alvaro Gonz  les'.

"When it comes to furniture I like to mix vintage pieces with a modern twist, together with a more 'natural' touch, like the maxi mineral stones with a spiritual side. For shoes, however, I only wear heels in the evening, but they have to have a je-ne-sais-quoi. Like these pumps made by Marta Ferri for Sergio Rossi'.



either sculpted platforms or jeweled wedges, like the vintage Salvatore Ferragamo and of course Prada ones: from 2001 to 2015, I think I was their first shareholder," she laughs, and with a sommelier's nose she knows the year and season in one quick glance. Jewelry, on the other hand, is a galaxy apart in J.J.'s fantasy world, something she explored after fashion thanks to an exceptional mentor: Deanna Farneti Cera, a tireless collector and one of the greatest jewelry experts. "When I launched the La DoubleJ e-shop, I drew on her infinite archive, but I couldn't part with all of the jewelry and over the years I have added to my treasure chest from collectors and flea markets. Each one holds a story, a link. As in any self-respecting 'museum', there is of course the 'wall of wonders': a dazzling and exclusive selection of vintage necklaces just waiting to be admired, as they are rightfully showcased on wall of the 'salle de bain'. They hang like medals, in honor of La DoubleJ's journey. "Now, although I'm not a big socializer, regularly spending my days in yoga pants, I can still appreciate beauty, appreciate it as a work of art on a woman's scale," she explains. "Gold, especially above 18 carats, has a very high vibration: that's why I wear it the whole time, just like my labradorite stone necklace, helping me connect my body and soul. Vital for my

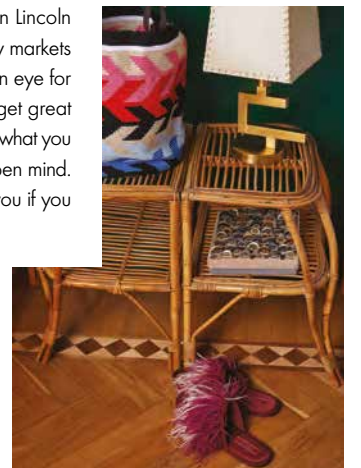
'I'm a sucker for flat sandals: from the furry ones I found in my mother's wardrobe in Los Angeles, to those by Proenza Schouler or Loewe, the Friulian ones by Vibi Venezia, but above all the famous Fussbet by Marni and the Vans Checkerboard, since I love mixing checks with my fantasy prints

spiritual side,' she admits. In fact, meditation has taken over a room entirely (just like in the Milan store), the half-empty room brought to life by a sort of altar filled with precious stones, especially turquoise ones, spiritual jewelry, crystals and oils – and lots of them, cleansing the energy field which she uses during her practice and yoga classes – all under the mesmerizing ceiling. "The room has blue walls (while the rest of the house is painted in J.J.'s signature dusty pink) and above that, a hand-painted replica of the Ravenna basilica's ceiling, painted as a fresco by my friend Jay Lohmann," she says. Her challenge was combining two seemingly unrelated worlds, such as fashion and spirituality, a blend between the old and new, with a modern 'sciura' twist. "Meditation connects your spirit and energy; when you're connected, you're in a creative flow of serenity. Prints and colors are carriers of happiness. It's not for nothing that La DoubleJ's motto is 'Raise your vibration'," she continues. "Not throwing anything away, but rather, giving it new life, is part of the process. Not just in fashion but my home as well, spontaneously born but with a focus on revival and rebirth: from the second-hand Poliform kitchen, to the Molteni table I had in the office which I combined with bamboo and rattan chairs fished out on eBay,

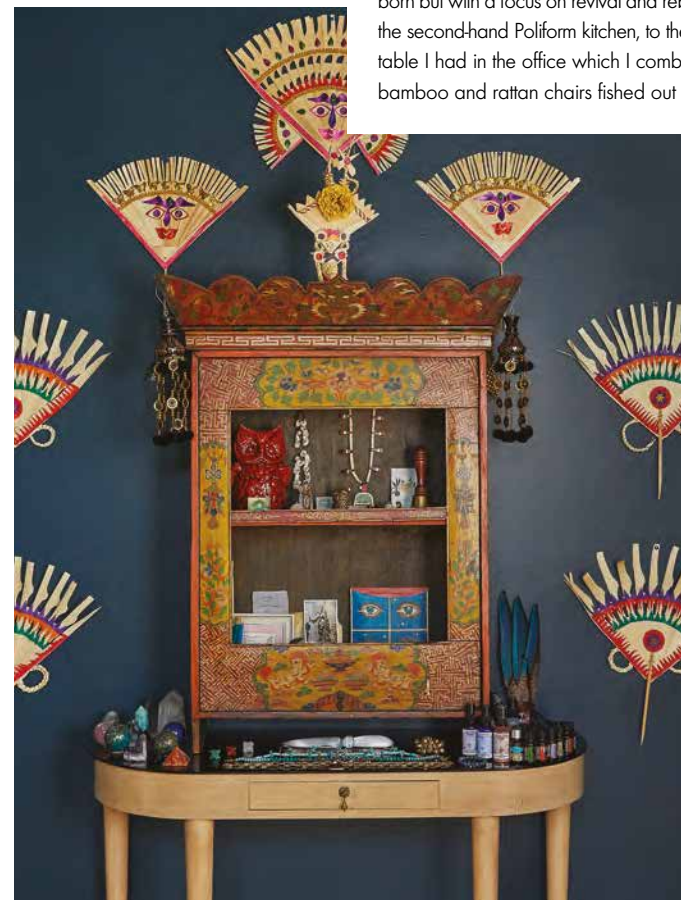


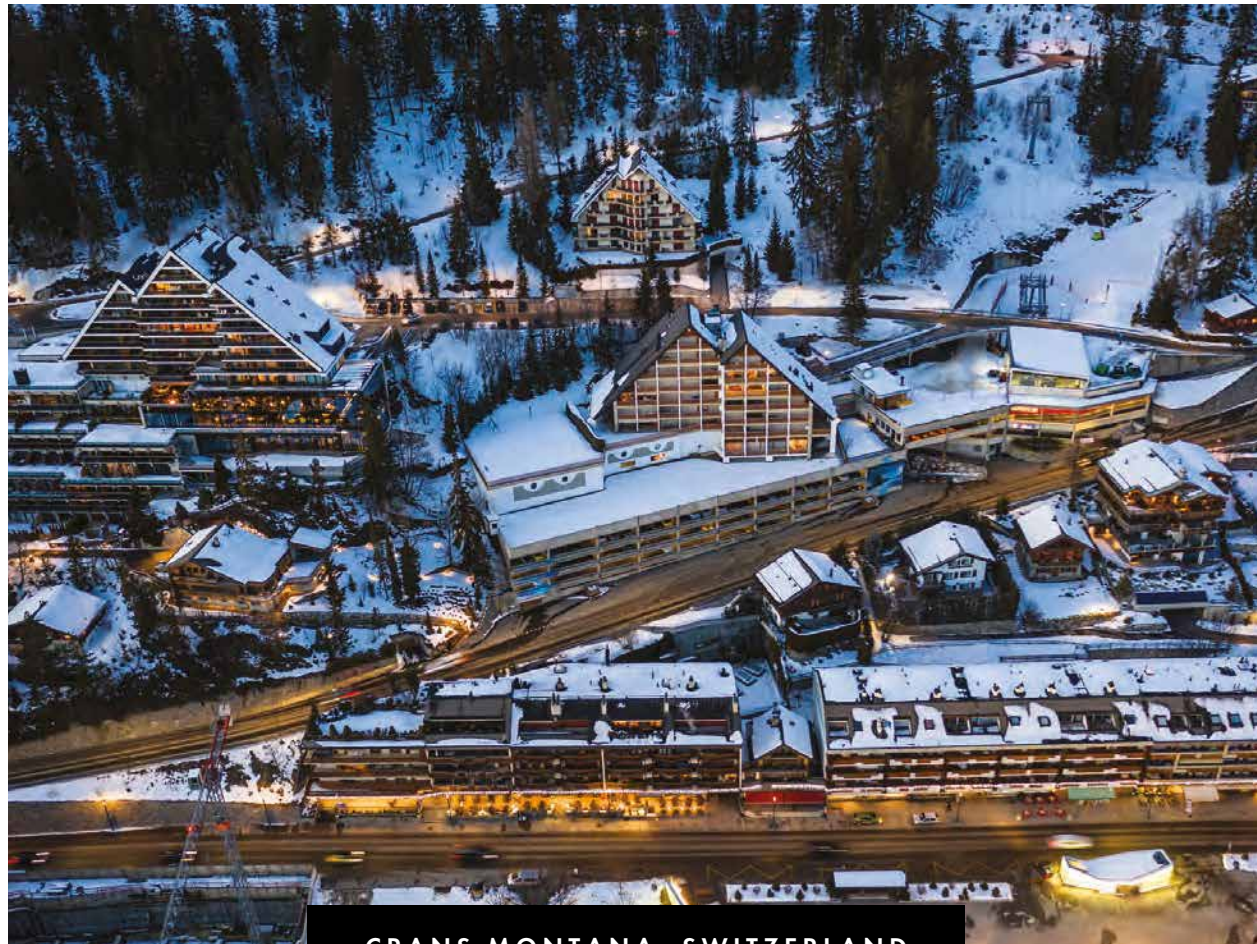
to the festive upholstery that 'dresses' some of the walls. I discovered a vintage Japanese collage in Bali that I sent to my artist in Norway; she painted it and we printed it on fabric to make this eye catching wallpaper. The secret, inside and outside the house, is to not rush anything but to let it flow. From vintage shops around the world (such as my favorite American one on Lincoln Road in Miami Beach) to small charity markets in Italian churches: if you've got a keen eye for beauty and a refined nose, you can get great bargains; never go with a fixed idea of what you are looking for, but instead with an open mind. A bit like life, which always surprises you if you know how to choose and appreciate it.

A detail of the second dressing room, with a bamboo table, feather slippers from La DoubleJ and the multicolored Colville bag given to her by her friend Molly Molloy, co-founder of the label.



The mystical altar in J.J. Martin's meditation room with spiritual jewelry, including turquoise jewels, healing stones, crystals and oils to purify the soul





CRANS-MONTANA, SWITZERLAND

TUCKED AWAY IN THE MAGICAL ALPS, SWITZERLAND IS EASILY ONE OF THE MOST BEAUTIFUL COUNTRIES IN THE WORLD. PACK YOUR BAGS AND SET YOUR DESTINATION TO THE SNOWY SLOPES EVERYONE SHOULD EXPERIENCE ONCE IN A LIFETIME

It seems sun, sea, and sand are the most common requirements for the ultimate vacay, but have you ever considered a remote, luxury hideaway amongst snow-bound mountains? White sandy beaches are always a good idea, but one of the best ways to completely unwind is reconnecting with nature and escaping to the mountains. Enter the sunniest plateau of The Alps: Crans-Montana. To set the scene: majestic mountain hikes, crystal-clear lakes, crisp air, dream-come-true views, and après-ski....sans ski!

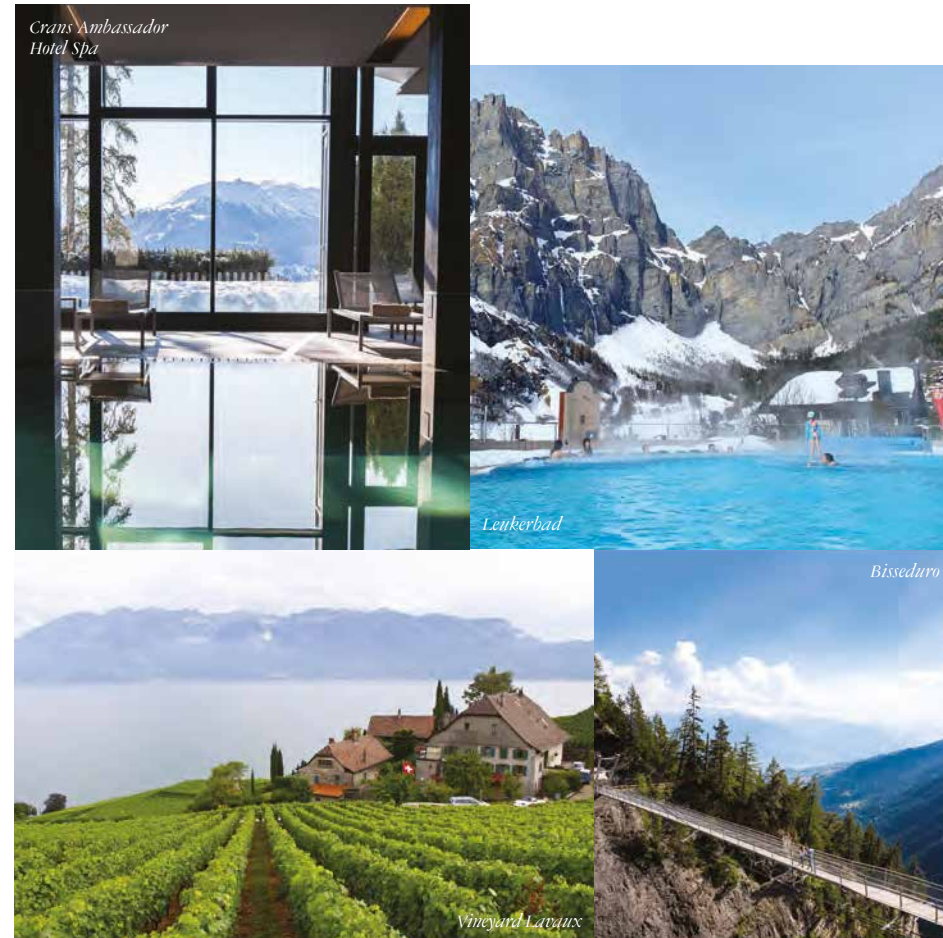
Nestle into the Crans Ambassador 5-star Hotel for total indulgence in the heart of nature. Beyond its iconic panoramic backdrop and adrenaline-pumping slopes, the resort becomes a playground for golf-enthusiasts during summer thanks to its proximity to four prestigious courses. Take a stroll to Lake Moubra (about 20 minutes away). It has every activity you can think of from yoga to horse riding, paddle boarding

to tennis. Wellness is an essential part of any Swiss experience. With your energy boosted, it's time for that hike. The breathtaking 'Bisse du Ro' is one of the most popular with hikers due to its superior views of the valley and well-maintained, secured trail. The Bisse can be done in around two hours but it is worth continuing the walk a little further to witness the idyllic views of Lake Tseuzier.

Wind down at one of the many après-ski options, try 'Zerodix' for an upbeat atmosphere, live music, and tasty food amidst the breathtaking mountains. Wine connoisseurs rejoice: Switzerland's biggest hidden treasure is its wine. Swiss vineyards can produce grapes and styles you won't find anywhere else - and yes, it's worth travelling for.

Crans-Montana is a beautiful getaway for couples, families, and even the solo traveller looking for a quintessential wellness retreat.

COMPILED BY TAMARA WRIGHT; IMAGES SUPPLIED



WHAT TO DO

Eat: Fine-dining can be had at Michelin star Café Chermignon. Its Mediterranean-inspired menu, concocted "according to the seasons" is the perfect combination between land and sea. Take advantage of the sunny terrace, delicious wine, and scallops with truffled parsnip purée.

Do: Head to the nearby town of Leukerbad for an experience you'll never forget. Soak all day in the mineral-rich thermal baths beneath the mountains with waterfall showers, whirlpools, and children's pools - an adventure for the young and old.

Stay: For a more low-key hotel experience, the hotel Chetzeron high up in the mountains will be your best companion. This gondola station-turned-luxurious hotel is covered with natural local stone and has huge windows that invite nature to flow in. Zen, breathtaking, once-in-a-lifetime.

WHAT TO PACK





ARIES

20 MARCH - 19 APRIL

Your love life seems about to take an unexpected turn. Maybe you're finally talking honestly about the crucial relationship issue you've both so far avoided. Or perhaps it's a new love that comes out of nowhere and overwhelms you. Or the point at which you and an old friend admit that you've been holding a torch for each other for years. Whatever it is, it will show you what passion - and truth - really mean.



TAURUS

20 APRIL - 20 MAY

There is a moment this month when you see yourself and your life from a different perspective, and you don't like what you see. There will have to be some changes, you think. And, since that's your own decision, you will act on it. Friends who have been urging you to do this for months will roll their eyes and wonder what took you so long, but smile and ignore them. The time wasn't right for you before; now it is.



GEMINI

21 MAY - 20 JUNE

A long-term opportunity dangles temptingly. It's a stretch to reach it, but you think it's worth a try. Then you have second thoughts, and let it go. A few days later you think that perhaps you should have gone for it after all. It's not too far away; you could still catch it, perhaps. Yes, you could - but your doubts were valid, and you should learn to trust your instincts. There will be other, easier chances, if you wait.



LIBRA

23 SEPTEMBER - 22 OCTOBER

In any conflict, you are always willing to meet the other person's demands, if it will lead to peaceful agreement; but right now you are in a situation where the more you give, the more the other side will demand, so that eventually you will find yourself with nothing. This is not the basis for an equal relationship. It's time to draw a line, and claim what's rightfully yours. If the other side can't agree, walk away.



SCORPIO

23 OCTOBER - 21 NOVEMBER

Some things are worth waiting for, and some are not. It seems that you and someone you used to work with are finally getting down to what you always promised each other that you would - and finding that it's not the start of something, as you'd hoped, but the end of it. Clearly, the moment has gone. But it's always good to get an answer to questions like these, even if it's not the one you wanted.



SAGITTARIUS

22 NOVEMBER - 20 DECEMBER

It's the time of year where the flow of events starts to turn in your favour, though you are slow to take advantage of it. Perhaps earlier setbacks have made you distrustful of new ventures; or perhaps you have let yourself get too comfortable where you are and see no reason to move, until mid-October gives you the push you need to start moving again. Press on - you have a lot to catching up to do.



CANCER

21 JUNE - 21 JULY

The framework of your life is changing, which may create quite a lot of upheaval and uncertainty for a short while. Certain parts of your life may now become harder to maintain; but others, which you had perhaps overlooked before, will show their true potential. New directions for the future will open up, too. Don't worry too much, or try to control it all - just let it all happen around you. All will be well.



LEO

22 JULY - 22 AUGUST

It looks like you've found whatever essential ingredient was missing from your life before - a new job, a new location, a direction, or perhaps just someone to share it all with. You haven't felt this good for months; you feel you are your old self again. But you are also going too fast for anyone else to keep up with, and you are burning through your financial resources, too. Maybe you should slow down a little.



VIRGO

23 AUGUST - 22 SEPTEMBER

You may find yourself in a minority of one this month, with the overwhelming weight of popular opinion going one way, but your own feelings firmly facing another. Is there something you've missed? Are you, in fact, wrong? Not at all. Truth comes in many shades and levels, and at the one which most concerns you, you're still right. Don't try to convert everyone else's view, just hold on to your own.



CAPRICORN

21 DECEMBER - 19 JANUARY

Two opportunities at the same time; which do you choose? The first is the obvious career move you've long been working towards, and everyone expects you to take it. The other one appears to be far less, and certainly so in terms of status and financial rewards - but it could open up a way to achieve a very personal and private ambition, and that makes it worth much more. It might also be the one you go for.



AQUARIUS

20 JANUARY - 18 FEBRUARY

After several months of what has felt like an easy ride, you are now under pressure to produce results - and at the same time you are offered a tempting solution, a way to make life simpler for yourself. But to go down that road feels wrong; it would mean sacrificing your principles, and that's the one thing you will never do. If that means you must work harder to get things done, then so be it, you don't mind.



PISCES

19 FEBRUARY - 19 MARCH

If you've been hiding in the past because you don't like the way the future is looking, have no fears. It's all about to change into something much better, a genuine new start just waiting for you to say yes. Better still, a relationship issue which has led to some awkward silences between you is resolved at the same time. As September ends you're still unsure - but by mid-October you'll be happy to say yes to that, too.



Dear Elle Arabia Reader,

You may not know me, but I know you.

I grew up alongside you. As a young Arab girl, I too, like you, sat on my bedroom floor skipping between tracks of Alanis Morissette's female angst and Nawal Al Zoghbi's empowered ballads, while turning the pages of Elle editions that were everyone else's except our own.

Today, thankfully, that is no longer the case.

We have found our fashion voice within these pages and it doesn't just sound like us, it is us. We are finally understood because we are the authors of our own stories. Our bold creativity stands proud and unwavering; unapologetically ethnic in its embedment of our localized heritage and diverse pan-Arab culture because we no longer need validation from anyone else other than ourselves.

This decade may make us sound cocky AF, but who cares? This is our time. And we aren't going to allow tokenism to ruin it. We are here to make permanent changes because owning your creative voice shouldn't be a trend. As a firm believer that fair representation should be more than just a hashtag, I founded the Saudi Style Council, a not-for-profit trade association for Saudi-based creatives that provides opportunities for authentic narratives in fashion to be told. Whether through content creation, editorials, or fashion design, Saudi Style Council is setting the trend and standards, for homegrown narratives. And being able to collaborate with our very own Elle edition to champion these local creatives has the once-rebellious teenager inside me in awe, but more importantly, I'm filled with gratitude to be able to be part of this era of growth in our region.

Never did I imagine, on the cusp of the Kingdom's 89th birthday that we would have already normalized so much in the world of fashion. From Saudi models walking down international runways, to our region becoming a leader in sustainability.

Now, I'm going to put on some Alanis and Nawal, and daydream like a 15-year-old because if there's one thing these past twenty years has taught me, it's that dreaming can lead to manifesting!

Yours always,

Marriam Mossalli

Entrepreneur, advisor, author, pioneer and game changer: **Marriam Moussalli's** accolades are too numerous to list, and her role in bringing the Middle Eastern and in particular Saudi fashion industry to the forefront is nothing short of remarkable. Here, the founder of Niche Arabia and the Saudi Style Council reflects on the significant strides made in the region



DRIFT
BEACH-DUBAI

MINUTY
X
*MA&i≡
FRIDAY
22.10

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CELINE